

THE BEAUTY EXPERT

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MAR

Allison Williams

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THE POLITICS OF YOUR UTERUS

Birth Control's Uncertain Future

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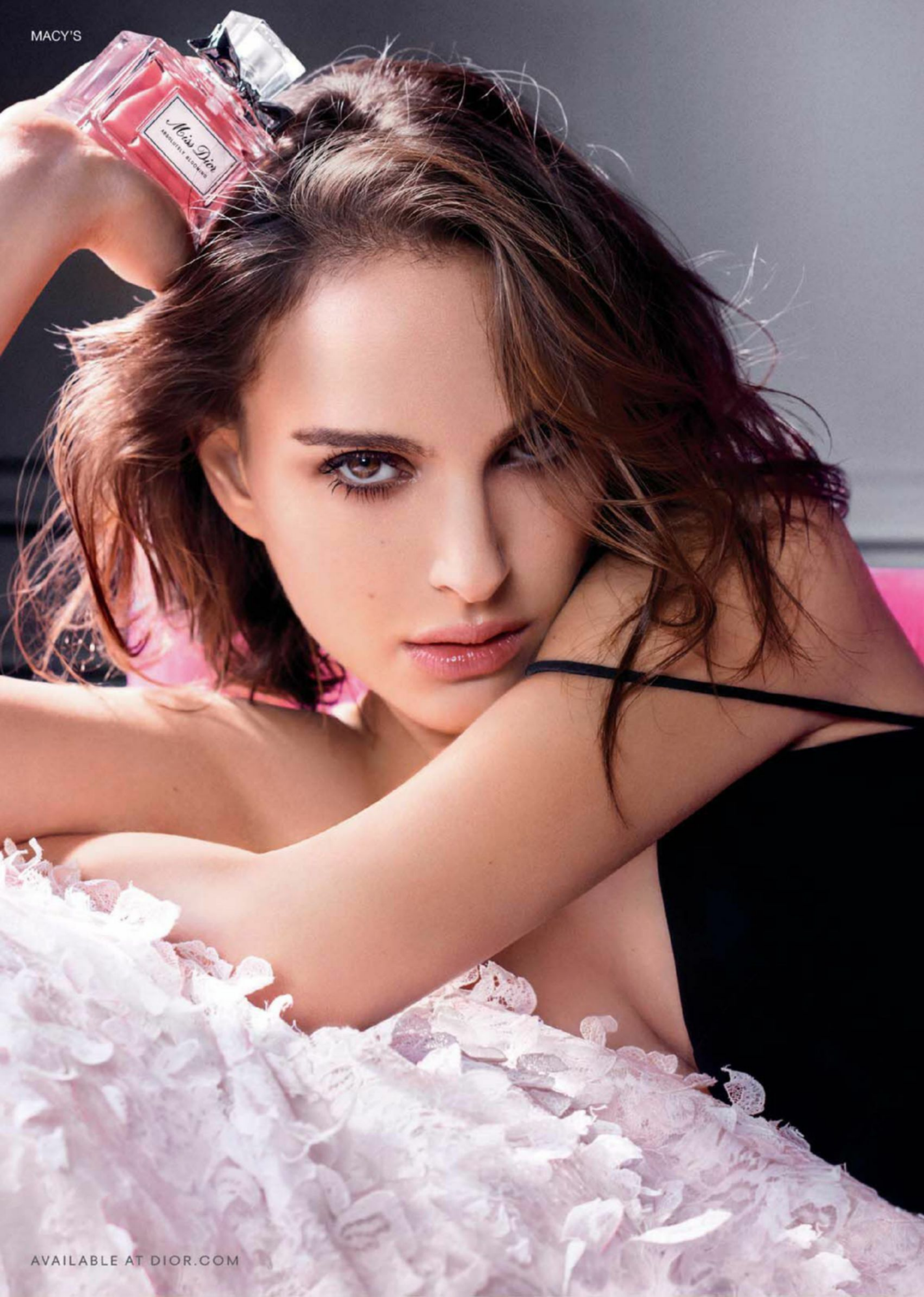
STEALING BEAUTY SECRETS

From Around The Globe

Eleven Disruptors

Radically Changing Beauty

Inside the Greatest Living MAKEUP ARTIST'S DREAM WORLD

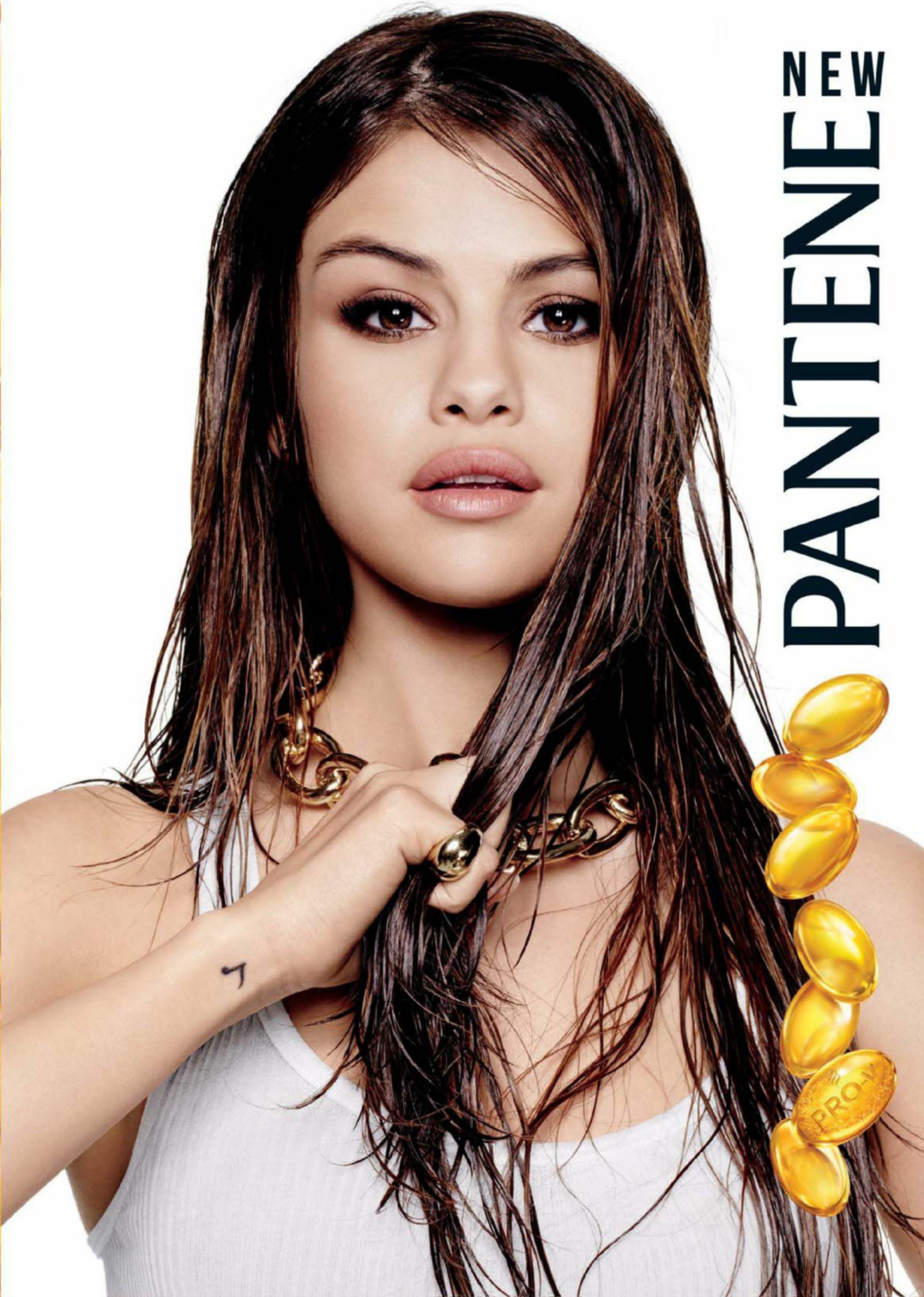

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NEW
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Cora is wearing
Cream Lip Stain in Always Red



MARCH



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STATE OF PLAY
A medley of prints and textures and more fresh spring looks. Hilfiger Collection dress. Christian Wijnants top and pants. Marni bag. Céline earrings. Details, see Shopping Guide.

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BEAUTY REPORTER

FASHION

NEWS & TRENDS

EMMA TEMPEST


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Féria
Above: Féria Metallics Rose Gold 82
On right: Féria Metallics Bronze Shimmer 58
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MARCH



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THE ARTIST'S MUSE
Naomi Campbell is just one of the beauties who inspire legendary makeup artist Pat McGrath.

FEATURES

REGULARS



ON THE COVER

Allison Williams's look can be re-created with the following: Colour Riche lipstick in Liya's Nude (dabbed on the lids), Voluminous Feline Mascara in Black, and Brow Stylist Kabuki Blender in Brunette by L'Oréal Paris. Wool tops by Miu Miu. Photographed by Jason Kibbler. Hair: Chris McMillan of Chris McMillan The Salon. Hair color: Aura Friedman of Sally Hershberger/Tim Rogers. Makeup: Fulvia Farolfi. Manicure: Pattie Yankee of Manibar at Ricky's NYC. Set designer: Juliet Jernigan. Fashion stylist: Patrick Mackie. Details, see Shopping Guide.

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Clockwise from top: Valentina's Naturals Superfood Antioxidant Serum, Youth to the People Age Prevention Cleanser, and Elemis Superfood Facial Oil.

Warming Trends

The new spring makeup is vibrant, daring, and full of beautiful shades we never saw coming. See all the gorgeous compacts at **allure.com/spring-palettes**.



From left: Chanel Coco Code Blush Harmony and Yves Saint Laurent Couture Palette Collector eye shadow.

JOSEPHINE SCHIELE (STILL LIFES)

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What's the trick to a great selfie?

"Don't selfie under the influence! No matter how great you think you look, chances are high you'll disagree in the morning."

"Avoid: Wild animals and fluorescent lighting."

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"Hold the camera above your head and use your arms to frame the photo."

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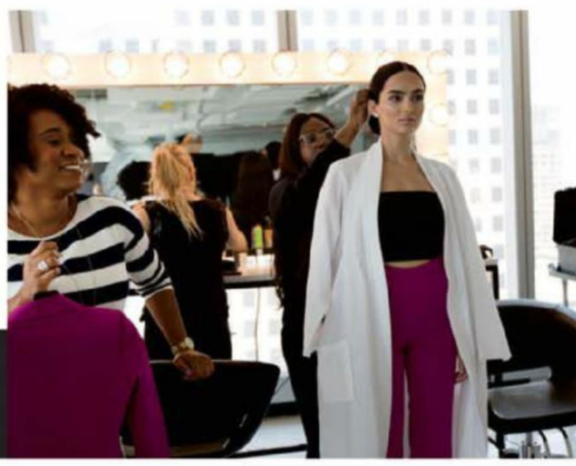
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EASY BREEZY BEAUTIFUL



ALLISON WILLIAMS

Behind the scenes at *Allure*'s cover shoot.

During a quick break, makeup artist Fulvia Farolfi touched up Williams's rosy-nude lip color. Altuzarra jacket and bra. Details, see Shopping Guide.

Magazine cover shoots take a team of professionals, a world-class photographer, and occasionally even a field trip. The idea for Allison Williams's second *Allure* cover: transform the lifelong brunette into a beachy blonde. "We were thinking about vintage movie stars, like Brigitte Bardot," said colorist Aura Friedman, who took Williams to the Hair Shop to try on wigs and determine the most flattering shade of blonde. "That helped her feel better about the transformation."

A fresh hair color wasn't the only new look Williams embraced. On set, stylist Patrick Mackie had racks of retro-inspired clothes from Miu Miu, Prada, and Sonia Rykiel—a deviation from the *Girls* actress's typical ladylike gowns. "When she was trying everything on, she was like, 'I wouldn't' but then: 'Oh, I like it,'" said Mackie. "If you change your hair color, you change how you dress."

Between shots with photographer Jason Kibbler, Williams took a break to have a true New Yorker lunch: a one-dollar slice of pizza with an iced Americano. Then it was back to the set, in a Brooklyn studio—just in time for Williams's rescue dog, Moxie, to wake up from her nap and sneak into the last few frames.

—REPORTING BY LAURA MORGAN



Watch a behind-the-scenes video of Allison Williams's photo shoot at **allure.com/allison-bts.**

SHANA JADE TRAJANOSKA (2)



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Sportmax dress and belt. Details, see Shopping Guide.

BEAUTY LESSON

Hair
For the color, "we used a little bit of a dusty-rose tone and kept the roots darker," said Friedman of the transformative sandy-blonde shade. As for the style, hairstylist Chris McMillan, a longtime friend of Williams's, brushed hair spray through the actress's layers for texture.

Makeup
Makeup artist Fulvia Farolfi focused on Williams's eyes. She elongated her brows with a brown pencil. Then instead of a cat eye, which would have been "too classic, too done," Farolfi brushed a sheer, light brown lipstick on Williams's lids, glued on false lashes, and added several coats of mascara to the top and bottom lashes. She filled in her lips with a beige pencil to finish the "vintage but not literally retro" look.



Williams's look can be re-created with the following (clockwise from top): Colour Riche lipstick in Liya's Nude (dabbed on the lids), Voluminous Feline Mascara in Black, and Brow Stylist Kabuki Blender in Brunette by L'Oréal Paris.

FROM TOP: SHANA JADE TRAJANOSKA; JOSEPHINE SCHIELE



Going for Green

I've never been on the paraben police task force. And I don't believe that all-natural is always all-better. But recently, after fielding some reader requests, I spent a few weeks fully immersed in a wild natural-beauty adventure. I swapped most of my products—shampoo, serum, eye shadow, lipstick, even deodorant—for greener counterparts. I admit I cheated a little when it came to my beloved Maybelline New York The Falsies Mascara. (My morning routine revolves around a good lash curl. Droopy lash, droopy day. I make no apologies.)

At the end of it all, many of my good old standbys returned, but some of the natural products stuck around in regular rotation. Here's a little of what I learned:

Body oil plus lotion is dreamy. I had been using S. W. Basics' fantastic organic body oil for a while already but realized that the real game changer was mixing a squirt of oil into a few pumps of Odacité Perfect Nutrients Body Lotion. The light cream leaves a faint scent of lavender, and the oil gives skin a Gisele-like sheen.

Natural deodorant has drastically improved. My first foray into the world of natural deodorant several years ago left me seriously disappointed. It was stinky and sticky and pilled into little white balls. Needless to say, I was not eager to give it another go. To my surprise, however, I fell in love with two products: Schmidt's Lavender + Sage Deodorant and Soapwalla Citrus Deodorant Cream, which both smell lovely. Application is still not as roll-and-go as most people like. But they're a great addition to my cabinet for days when I'm not, say, doing any public speaking or running three miles in balmy weather with a hangover.

Reading ingredients is more important than ever. As you probably know, greenwashing has become a major issue in beauty marketing, making it tougher for the average consumer to discern the truly all-natural from the natural-ish. A lot of companies have good intentions, but just know what you're getting. (At *Allure*, we're always transparent: All of the Best of Beauty winners we deem "natural" are free of parabens, phthalates, sodium lauryl sulfate, metallic aluminum, triclosan, talc, mineral oil, petrolatum, formaldehyde, toluene, and chemical sunscreens.)

Color cosmetics take some testing. While skin and hair care have exploded in the natural market, the range of color makeup shades available was pretty limited until recently. I was impressed with Alima Pure Eyeshadow and Rituel de Fille Lip Sheers and Luminizers. Textures may feel different from your usual products, though. There's a firmness about some lip colors, creams, and pressed powders that takes a mental adjustment.

If I learned one thing, it's that natural products are a lot like people who take pouty selfies on Instagram: I respect the effort, and a few of them really are great, but in the end, I just can't like them all.

xo
Michelle

Michelle Lee, Editor in Chief
@heymichellelee

FROM TOP: **HANNAH CHOI**; GETTY IMAGES


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Talking Beauty *WITH* MISTY COPELAND

The unlikely ballerina and reluctant beauty queen is the embodiment of strength, power, and indefatigable grace. **By Elizabeth Siegel**

Clear mascara is the beauty equivalent of meh: It's innocuous; it's unremarkable; it's made to go unnoticed. It's the opposite of Misty Copeland, the American Ballet Theatre principal who's all muscle, determination, and legs (good God, have you seen her legs?). But for Copeland, before there were solos, pointe shoes, and fans at Lincoln Center, there was the safety of clear mascara. "I was shy and introverted as a kid, [and more] makeup would have drawn attention to me," says Copeland.

The 34-year-old is now the ABT's first black principal dancer. And that's a *grand jeté* for "a field where diversity is not really there or celebrated," she says. She hasn't shrugged off all of her shyness ("When I'm not on stage, I just want to fit in with the crowd"), but she's moved way beyond clear mascara. Now when she does her makeup, "it's just, like, lashes popping."

Left: Leotard, Copeland's own. Silk skirt by Christopher Kane. Satin shoes by Miu Miu. These pages: Hair, Jeff Francis; makeup, Bank. Fashion stylist: Doria Santlofer. Details, see Shopping Guide.





"It's so beautiful to be yourself and to be different," says Copeland, who likes rosy cheeks, fresh skin—anything that's not "like this contoured robot." Left: Copeland's favorite blush, M.A.C. in Peachykeen.

PHOTOGRAPHED BY SILJA MAGG

JOSEPHINE SCHIELE (STILL LIFES)



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"As a ballerina, you are aware of your flaws but also of how to highlight your best attributes," says Copeland. Some of her go-tos (clockwise from below left): Clinique Chubby Stick lip balm in Chunky Cherry, SheaMoisture Coconut & Hibiscus Moisture Mist, Clinique Moisture Surge Overnight Mask, Mario Badescu Drying Lotion, and Maybelline New York Full 'n Soft Mascara.



Leather top by Novis. Viscose-blend pants by Jonathan Simkhai. Details, see Shopping Guide.



"Being an underdog—so many people can relate to that," says Copeland, who was once labeled "too curvy" to be a ballerina. Rayon-blend bodysuit by Jonathan Simkhai. Silk pants by Novis. Brocade shoes by Miu Miu. Details, see Shopping Guide.

On her first beauty icon: "My mom always, always had makeup on. She never left the house without mascara and lipstick, no matter where she was going. I remember her teaching me, from a young age, to brush my lips when I was brushing my teeth to get the dead skin off and keep your lips smooth. That's something I still do to this day."

On the perks of working at a great cultural institution: "Duane Reade is right across the street from the Koch Theater. I get a lot of the beauty products that I use [at the drugstore]."

On the dark side of ballet: "I get blemishes, especially during performance season when your skin is going through so much with the makeup and the lights. I put Mario Badescu Drying Lotion on blemishes at night, and you feel it working. It's my skin savior...and Neutrogena Makeup Remover Towelettes get all of my makeup off. If I'm doing *Swan Lake* or *Firebird*, I may use, like, ten."

On her issue with flowers: "I absolutely love men's cologne. Right now, I'm wearing Givenchy Gentlemen Only, but I also love Bleu de Chanel and Ralph Lauren Blue—the more musky scents. I've never been attracted to flowery-sweet."

On her secret ballerina-bun weapon: "I have lots of little baby hairs, and I use leave-in conditioner to get them to stay down. It's better for my hair than drowning them in hair spray and getting so much breakage. I've been using John Frieda forever."

On letting loose: "Whenever my hair isn't in a bun, I have it wild and free and curly. I spray SheaMoisture Coconut & Hibiscus Moisture Mist on my hair when it's wet—it lets my curl develop, it doesn't get frizzy, and the smell reminds me of being on vacation."

On vehicular habits: "I'm very happy that I'm so hairy, because it's so nice to have really full eyebrows. I take my eyebrow brush everywhere with me. And I always have a mirror and tweezers in my purse. My schedule is so tight, I wind up tweezing my eyebrows in the car. It's the best light."

JOSEPHINE SCHIELE (STILL LIFES)

HONEY

You've likely drizzled it on your yogurt, probably in your tea, and possibly all over your body. A look at how the sweet ingredient is making a buzz.

—REPORTING BY JESA CALAOR





7

NUMBER OF TIMES A DAY first-century Roman empress Poppaea Sabina is said to have washed her face with a mixture of honey and milk.

265

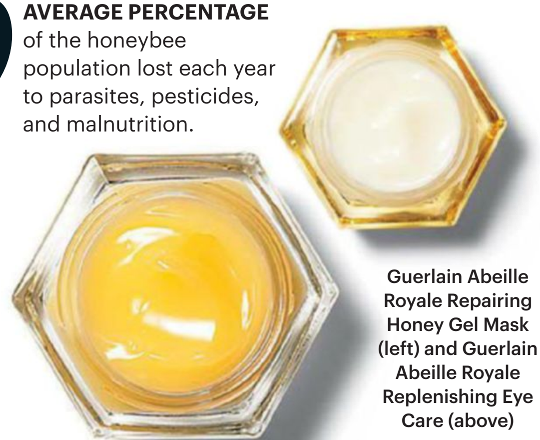
FEET ABOVE PARK Avenue that six beehives produce the honey used at the Waldorf Astoria Guerlain Spa.

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30

AVERAGE PERCENTAGE of the honeybee population lost each year to parasites, pesticides, and malnutrition.



Guerlain Abeille Royale Repairing Honey Gel Mask (left) and Guerlain Abeille Royale Replenishing Eye Care (above)

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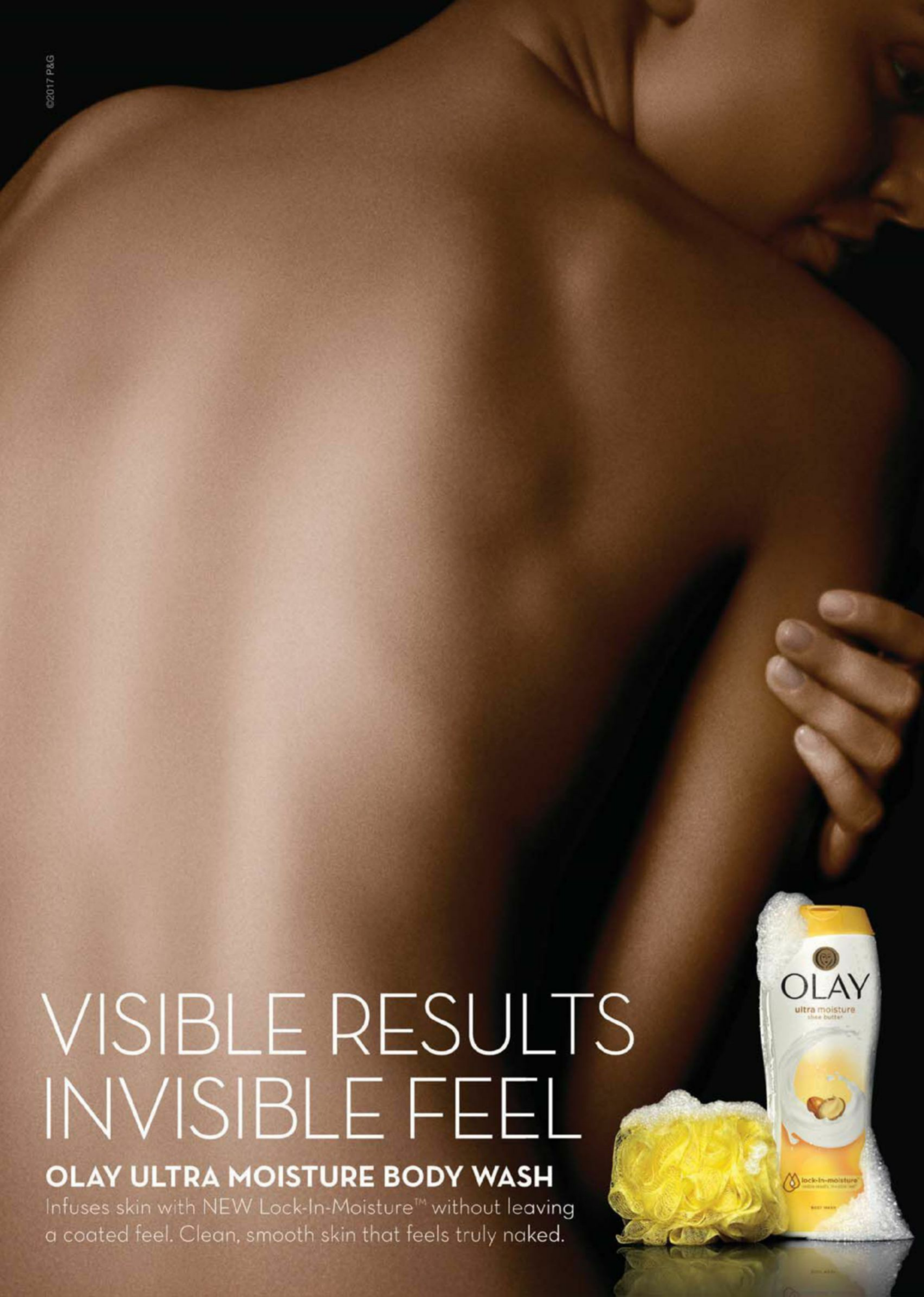
PRICE OF THE Alexander McQueen "beekeeper hat" on 1stdibs.com.

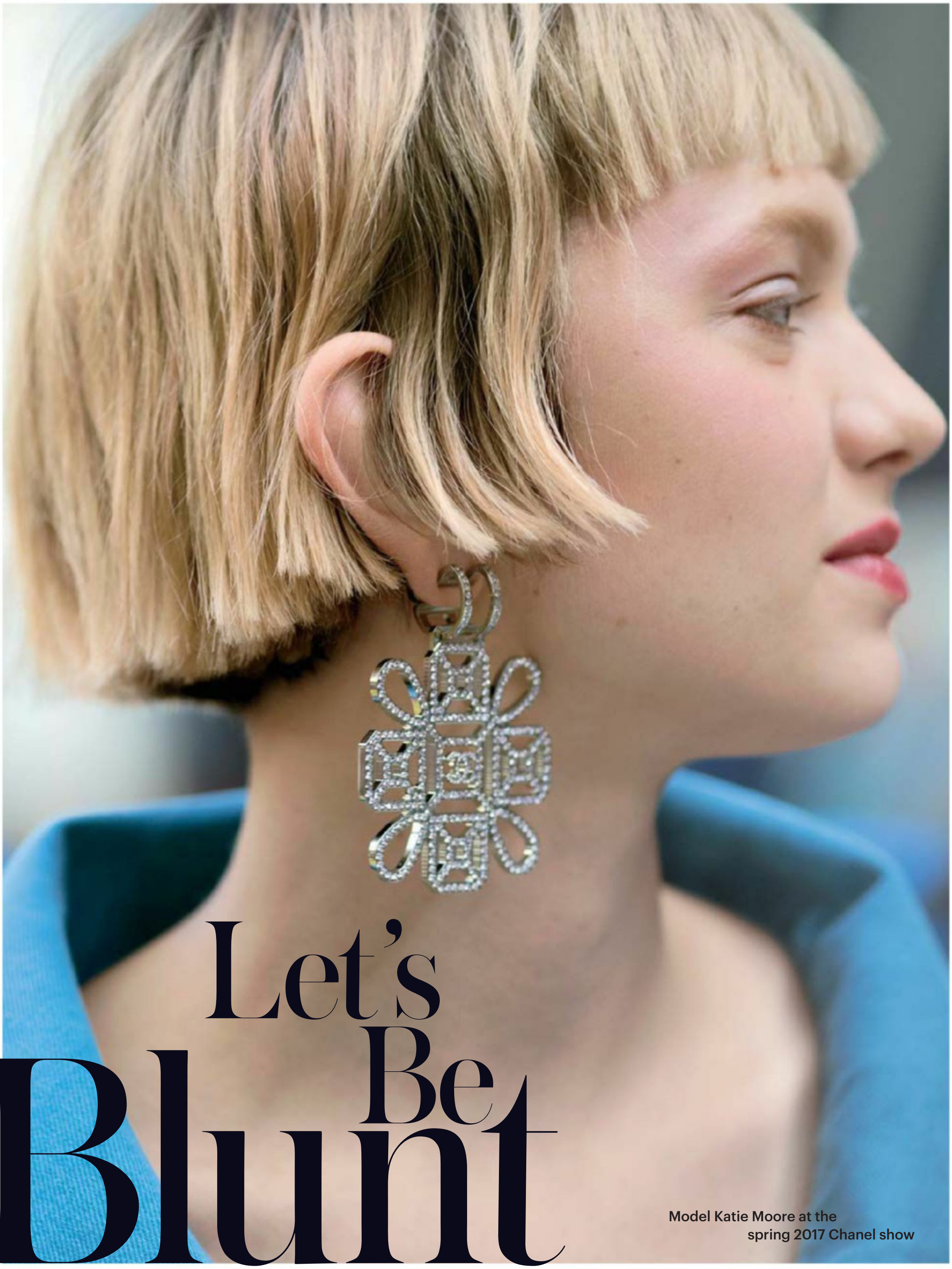
2016

YEAR THAT MANUKA DOCTOR spokeswoman Kourtney Kardashian said, "Put honey all over your body.... It's like an old witchcraft thing that attracts a man."

JOSEPHINE SCHIELE (STILL LIFES)


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Let's Be Blunt

Model Katie Moore at the spring 2017 Chanel show

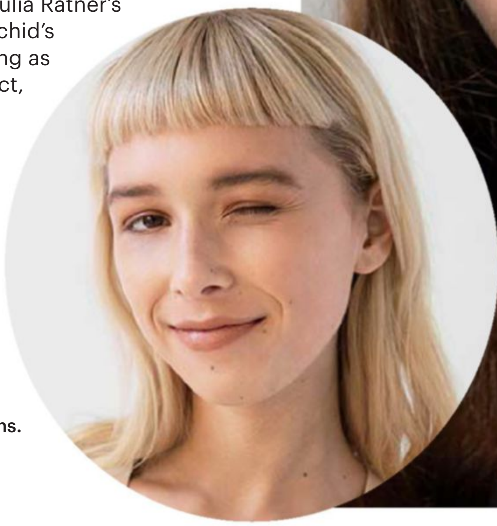
KEVIN TACHMAN/TRUNK ARCHIVE

Thinning shears and straight-edge razors have their time and place, but it's not here and it's not now. The freshest cuts—whether bangs or ends, short or long—have one thing in common: a straight, blunt line. **By Lexi Novak**

Itty-Bitty Microminis

OK, Bettie Page, we see you with your little fringe. Only this time around, it's called #babybangs. And while the edge is still as sharp as a paper cut, the glossy convexity is gone. What makes this generation of supershort bangs more punk than pinup is texture. Katie Moore's rough bob, Julia Ratner's easy waves, Nova Orchid's lived-in bends—as long as the length is imperfect, the fringe is flat, and there isn't a roller set in sight, this micro look isn't remotely girl next door. Unless the girl next door is a total badass.





From left: Nova Orchid and Julia Ratner make a case for sharp borders and shrunken proportions.

"STRAIGHT HAIR FEELS COOLER WHEN IT'S ONE LENGTH."



The Long Stretch

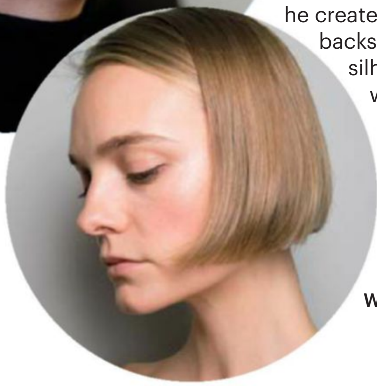
When was the last time you read a haircut story that didn't include the words "face-framing layers"? Sure, they're flattering. And reliable. And expected. Which may be why hairstylists at the spring shows did away with piecey cuts, adding extensions to models' hair and buzzing the ends to get an ultracrisp line. "Straight hair feels cooler when it's one length," says hairstylist Guido, who resurrected Donatella's signature crisply pressed style at Versace. Hairstylist Eugene Souleiman also relied on flatirons to create artificially glassy sheets of hair at Acne Studios. The only tool that was more important? Heat protectant—lots and lots of heat protectant.



Models at Versace—including Gigi Hadid (left)—had their hair ironed into blunt curtains; electric razors were used to create the sharpest edge possible at Acne Studios (right).

CLOCKWISE FROM TOP LEFT: **OUMAYMA BEN TANFOUS**; IMAXTREE; **JASON LLOYD-EVANS** (2)





A Short Story

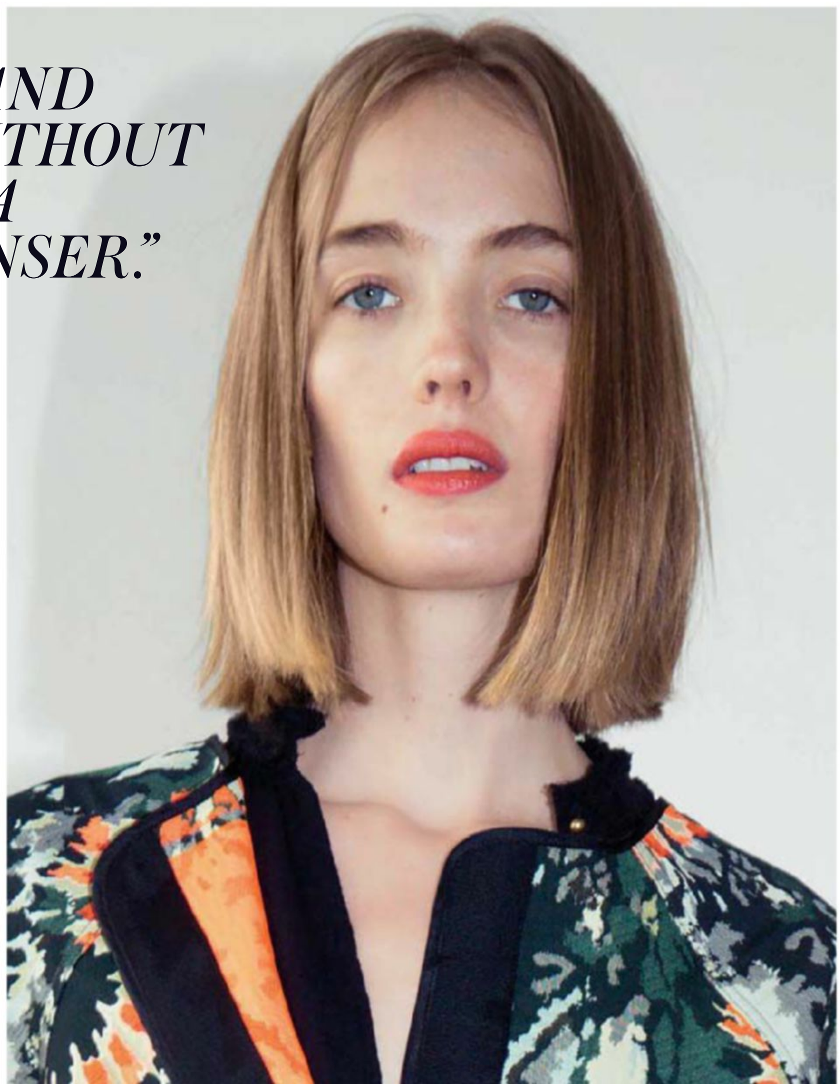
"Asymmetrical" and "bob" make a solid pair. But sometimes they can be a little too inseparable—like that couple who constantly post TBTs of themselves fake-laughing in front of a sunset. It's time for the bob to explore its options. Blunt cuts are breathing new life into boyish cropped styles. "It's simple and refined without any tricks—a palate cleanser," says Guido, who let rivers of hair fall to the floor as he created laser-sharp bobs backstage at Prada. A blunt silhouette is still possible with wavy textures, but it's lighter, rawer, and more nuanced, says Souleiman, who dampened models' hair with water and let it air-dry at Chloé.

The bobs at Prada were extreme in their simplicity (and paired beautifully with square-framed sunglasses).



Right: At Chloé, model Binx Walton retained her natural waves.

"IT'S SIMPLE AND REFINED WITHOUT ANY TRICKS—A PALATE CLEANSER."

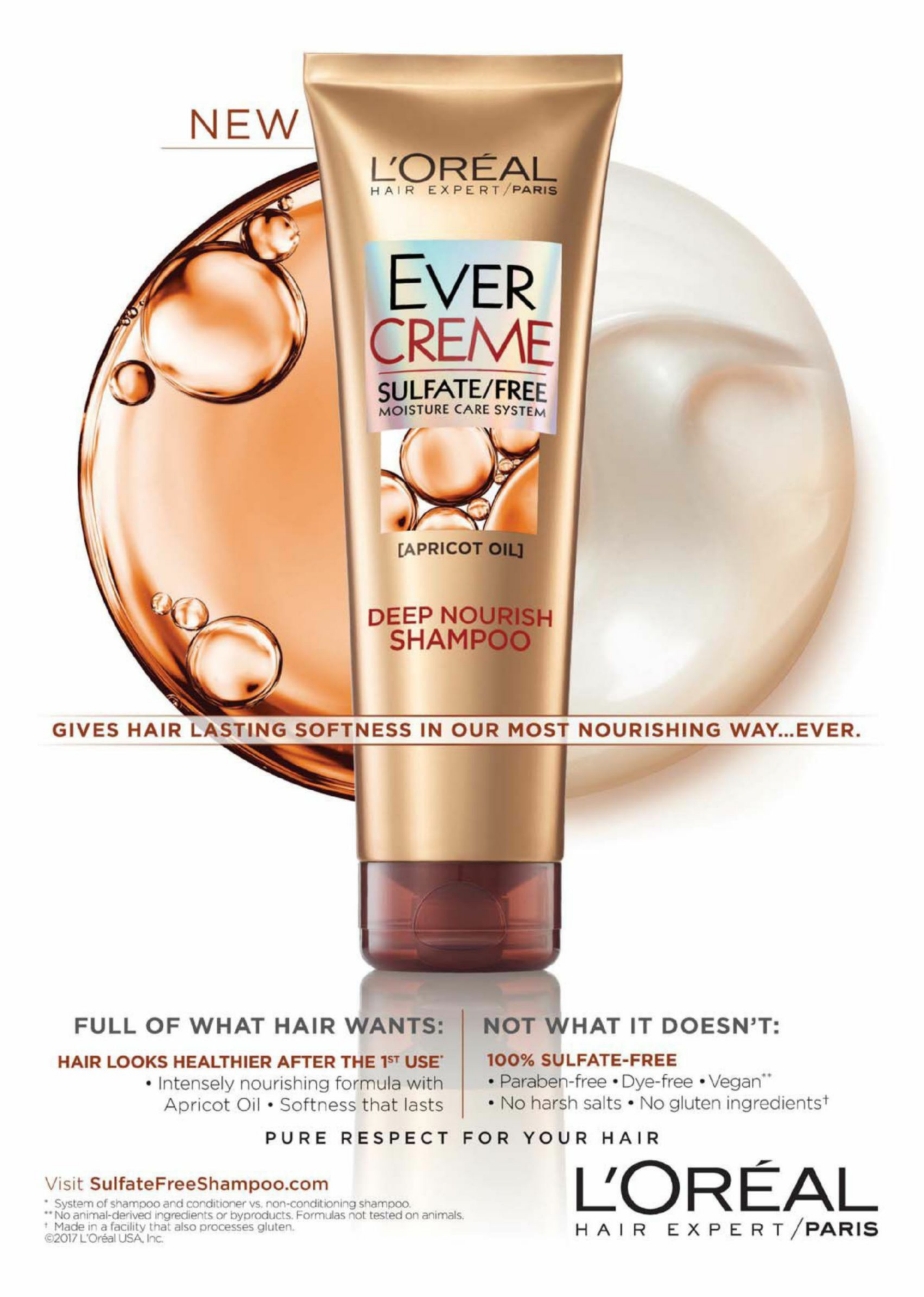


The Happy Medium

Long enough to pull back and short enough to frame the neck, a lob is the Great Compromise of haircuts. It can be curled for texture or layered for interest. But it's at its most sophisticated when it's sleek and blunt. If you're not walking down a runway, ask your stylist to cut the outer layer of hair slightly shorter than the rest with a few vertical snips at the ends. "It keeps the cut from looking too square, but it maintains the illusion of a blunt line at the bottom," says hairstylist Mark Townsend.

Right: At Raquel Allegra, model Ema McKie's severe lob was the perfect contrast to the easy, summery clothes.

CLOCKWISE FROM TOP LEFT: INDIGITALIMAGES.COM; IMAXTREE (2); COURTESY OF RAQUEL ALLEGRA



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What the PROS KNOW

BY LEXI NOVAK

MAKEUP *tips*



Sometimes the key to expert-level makeup is as simple as using the right lighting—and sometimes, of course, it's a bit more involved.

NICK BAROSE
"The Ice Roller—a cold rubber tool—depuffs skin before makeup. It's a great quick fix."

FULVIA FAROLFI
"Iridescent cream shadow gives eyes a pretty, wet finish. I smudge it on with my fingers."

FRANÇOIS NARS
"A bright teal liner makes any eye color pop and looks especially great on olive or darker skin. Plus, it's got a '60s feel that I love."

KATE LEE
"If my makeup is looking dry or creasy, I'll spritz on a mist, then use the tip of a Beautyblender to smooth creases."

TROY SURRATT
"A shimmering nude shadow can brighten up your eyes, as long as it's a touch darker than your skin tone—if it's lighter, it looks frosty."

CHARLOTTE TILBURY
If you have especially straight lashes, curl them and immediately brush on waterproof mascara. "It holds lashes up much better than a regular formula."

VIOLETTE
"I like to put a bright blush on the center of the lips, so you have a superintense ombré effect and your lips look so plump."

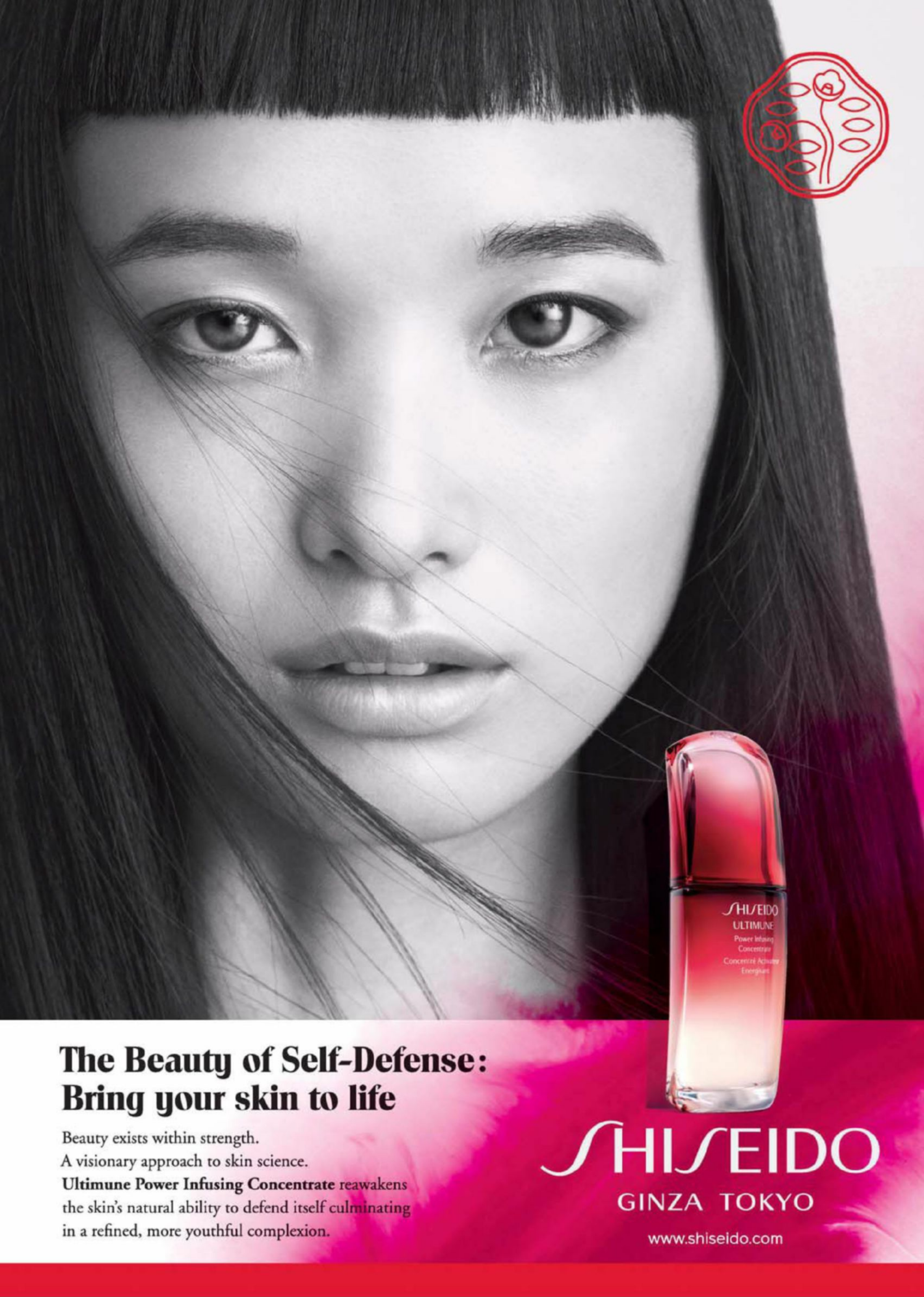
REBECCA RESTREPO
"Wiggle black eyeliner right into the roots of your lashes to make them look fuller and your eyes look huge."

DICK PAGE
After foundation, apply blush before any other makeup. "Often you'll be surprised by how much it can brighten your face, and you won't need anything else."

JILLIAN DEMPSEY
"Shiseido Shimmering Cream Eye Color in BR 623 is the world's easiest product for smoky eyes. Put a dab in the middle of your eyelid, then swish it back and forth with a soft nylon brush until it covers your entire lid."

PATI DUBROFF
"If you put concealer on top of puffiness [under the eyes], the bags really stand out." Brighten the crease below a bag and "the skin will look more uniform."

JAMES K. LOWE



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What the PROS KNOW

MATT FUGATE
"Back-comb—bigger is better. YS Park makes a genius teasing comb. It looks like Lord Voldemort's wand."

HARRY JOSH
"Blow-dry your hair after you use a curling iron to loosen up the waves."

DJ QUINTERO
"Whether I'm creating waves or a straight look, I'll always style the hair—then destroy it. So, for example, on Blake Lively, I'll flatiron her hair really straight. Then I'll have her flip her hair over, spray it with texturizer, tease the crown, and repeat the flipping and texturizing until it's just messy enough."

GARREN
"Use your hot tool first, then you can apply your salt spray or hair spray—if you put on products before using a curling wand, your hair will sizzle and get stiff and crunchy."

KIM KIMBLE
If your curls get tangled, "condition the hair from root to tip and let it sit for five minutes before you shampoo."

NATHANIEL HAWKINS
"Mist dry hair with hair spray, wrap it around medium Velcro rollers, and blast with hot air to set. In five minutes you have soft, polished waves."

KRISTIN ESS
"I use an Anastasia Beverly Hills eyebrow palette to fill in and even out the hairline when I pull hair back into a tight ponytail. It gives an overall more polished look. Use one shade lighter than the hair to make it less obvious."

CHUCK AMOS
"After diffusing curls, blast them with cold air from your dryer so they won't frizz."

WARD
"The best thing for sleek hair is Johnson's Baby Oil Gel. It makes hair shiny and soft."



JAMES K. LOWE


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What the PROS KNOW

ANNE CHAPAS
"Clé de Peau Beauté concealer can cover any dark circle, blemish, or postprocedure bruising or redness. It's become a staple for my team and patients."

ROBYN GMYREK
"I'm diligent about using a Clarisonic facial brush to cleanse at night before I put on my serums and creams, and now my vitamin A and C products work even better."

JENNIFER CHWALEK
"A gentle glycolic cleanser at night followed by a hyaluronic acid moisturizer, such as Neutrogena Hydro Boost, works wonders for a dry, dull complexion."

JOSHUA ZEICHNER
"Vitamin C formulas that don't contain any water are generally more stable and last longer than ones with water."

JEANNETTE GRAF
"I've seen patients apply sunscreen correctly before sun exposure, reapply, and still burn. If you're planning a tropical trip in the middle of winter, prepare your skin by applying sunscreen all over your face and body every night for a full month. It has a cumulative effect on skin."

ZOE DIANA DRAELOS
"I'd never touch up my foundation without wiping off my skin first—you're pressing pollution in."

DAVID BANK
If you have dark circles under your eyes, "retinol thickens collagen under the eyes in about a month, which makes the skin less transparent."



SKIN *tips*

Dermatologists cut through the noise and jargon and give us the skin-care secrets they really do live by.

JAMES K. LOWE

Beauty Reporter



Derrick used a dark brown pencil on Hammam's lash lines. To make the look more pronounced, choose a black liquid (like L'Oréal Paris Infallible Paints Liquid Eyeliner in Black Party, below).

Look Into My Eyes...

Sometimes it's the little things. The really, really little things. Like Imaan Hammam at the CFDA/*Vogue* Fashion Fund gala dinner wearing almost nothing but the suggestion of a cat eye and the aura of a siren. Makeup artist Beau Derrick (yeah, no—no relation) penciled in Hammam's lash lines, swooping the color out and up. But only a little. And barely that much. The genius is in that small but critical detail: The wisp of a flick is the difference between a seductress and a seductress with a very naughty little secret. —LOREN SAVINI

MATTEO PRANDONI/BFA/REX/SHUTTERSTOCK (HAMMAM); JOSEPHINE SCHIELE (STILL LIFES)


BIORÉ'S LASER FOCUSED
ON DESTROYING
ACNE...
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Floss Gloss nail polish in Palazzo Pleasures, Keys to the Mansion, Pony, and The Pink Nugget. Free of all the bad chemicals, these are the pretty, glittery shades you never knew you wanted. No, *needed*. $8 each.



Maybelline New York ExpertWear Eyeshadow in NY Silver, Fierce Fuchsia, and The Glo Down. Gutsy and glitzy, a single swipe is gorgeous on lids. $3.99 each.

EDITORS' FAVORITES

THE STUFF WE PLAN TO STEAL FROM THE BEAUTY CLOSET WHEN NO ONE'S LOOKING.



Sephora Collection Show Curl Lash Curler. The color is so cheeky as to be ironic. Which makes us use it more. Which makes our lashes look amazing. Which is the whole point. $16.



BareMinerals Brilliant Future Age Defense & Renew Eye Cream. There are beauty trends and then there are beauty truths—and big, bright eyes will never get old. This peptide-rich eye cream is our latest means to getting them. $38.



Lumene Valo Arctic Berry Cocktail Brightening Hydra-Oil. Vitamin C derived from antioxidant-packed cranberries and cloudberries gives skin an ethereal glow. $21.99.



Oak & Ashland Love + Lavender Floral-Infused Body Oil. A lavender-infused body oil that nourishes the skin, makes a bath smell divine, hydrates nails and hair, and looks almost too lovely to use. Almost. $60.

JOSEPHINE SCHIELE (STILL LIFES)



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From left: Dedivanovic's clients Priyanka Chopra, Kim Kardashian West, and Kate Bosworth. Top: Anastasia Beverly Hills Brow Definer, a Dedivanovic favorite.

BEAUTIFUL PEOPLE

MARIO DEDIVANOVIC

"I almost said no because it was superearly in the morning." It was that "almost" that would change the course of a young makeup artist's life. Let's back up to 1995. Mario Dedivanovic was going to be an English teacher. But aspiring English teachers need summer jobs. "I remember walking into the Rockefeller Center Sephora looking for a job and getting chills and goose bumps," says the Bronx native. And just like that, Beowulf was eclipsed by bronzer. Dedivanovic spent the next four years honing his craft, assisting on editorial shoots, and doing freelance work for bat mitzvahs and weddings. Then, in 2008, a young woman named Kim Kardashian asked him to film a makeup tutorial for her blog. At an ungodly hour. Of course, Dedivanovic did set his alarm. In the decade that followed, Dedivanovic has continued to do Kardashian's makeup, and sometimes her sisters'. In between, he fits in Priyanka Chopra, Chrissy Teigen, and Jennifer Lopez. Fittingly, the makeup artist to pop culture's first family has become a celebrity in his own right. A recent collaboration with Anastasia Beverly Hills, a 12-pan shadow palette, sold out within hours. (Dedivanovic hints that a full Mario line, or at least a few more products, may be on the way.) He's also got an Instagram account, @makeupbymario, with nearly 3 million followers; innumerable requests for selfies from fans; and makeup courses with thousands of attendees. "My Master Class is hands down the most fulfilling part of my job," says Dedivanovic. Looks like he found a way to be a teacher after all. —**LEXI NOVAK**

ON TRIAL

Water-Free Skin-Care Products

Water is the first ingredient in almost every lotion and cream. Is there a case to be made for taking it out?

The Prosecution: Powerhouse ingredients like vitamin C and retinol are, by nature, more stable when served up in oil-based blends. And you get a more luxurious texture if you swap water for silicones and oils.

The Defense: Anti-aging ingredients that once got along only with oils can now be lab-engineered to work just as well with water, says cosmetic chemist Ginger King. And some ingredients, like tea extracts and fruit acids, are hydrophilic, meaning they're most effective mixed with water.

The Verdict: The decision to use waterless skin care comes down to what feels better to you. Choose a water-free formula if you like a rich, emollient cream or balm (we love Retrouvé Revitalizing Eye Concentrate, right), or something water-based if you prefer a lighter texture. —**JESSICA CHIA**





NICE PACKAGE

Meet Cute

What will make you *aww* faster than a Clinique lip crayon? OK, fine, cheetah cubs and harp seal pups notwithstanding. The correct answer is: a Clinique lip crayon in Crayola Tickle Me Pink. The color is pretty and sheer, and who cares if you're not even a pink-lip-color kind of person? Look at the thing. It's adorable—and also endangered. It's expected to sell out by the end of the month.



Crayola for Clinique Chubby Stick for Lips in Tickle Me Pink

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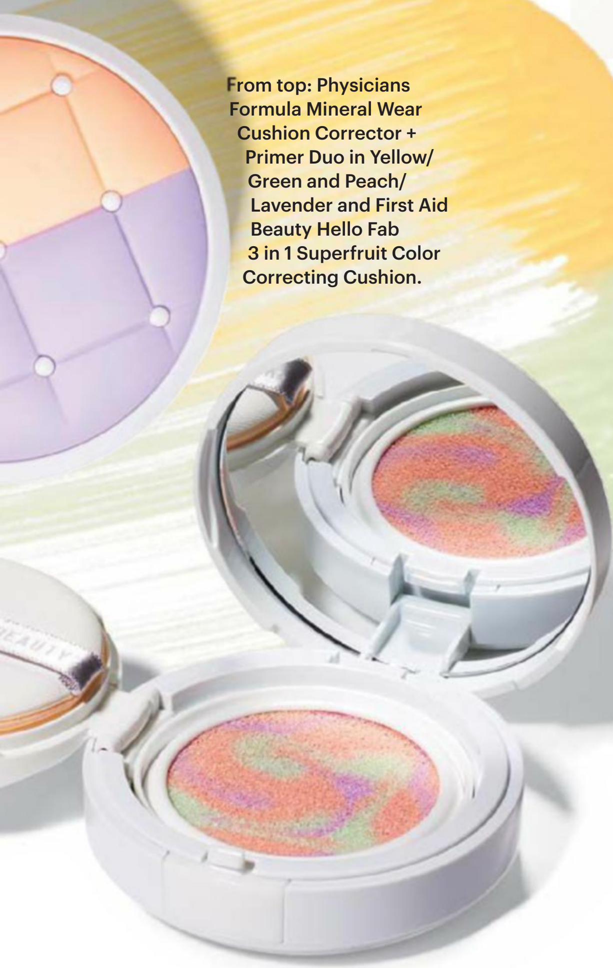

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OUR NEW OBSESSION

Color Wheels

They're Polly Pocket look-alikes on the outside, pastel ink pads on the inside. The newest cushion compacts swap out liquid foundation for sheer, color-correcting tints. Use them alone to neutralize redness and brighten pale to medium skin tones. (We're still waiting for ones that work on darker skin tones.) When you want more coverage, they're perfect primers for lightweight foundation or plain old powder. —JESA CALAOR



From top: Physicians Formula Mineral Wear Cushion Corrector + Primer Duo in Yellow/Green and Peach/Lavender and First Aid Beauty Hello Fab 3 in 1 Superfruit Color Correcting Cushion.



PHENOMENON

WALK-IN FACIALS

I don't make six figures. I barely make five. But once a month, I drop very close to four at my facialist's. To pay that price, I'll carry an anxiety-inducing balance on my credit card, settle for a slimmer closet, and say no to dinners out. Insane? Maybe. But New York City aesthetician Mzia Shiman turns my skin (and that of models like Erin Wasson and Amber Valletta) to virtually poreless, gleaming silk. The budget facial bars popping up around Manhattan (and Los Angeles and Chicago) didn't tempt me one bit. Then *Allure* challenged me to try a few. Because someone with a nearly $1,000 facial habit is in no position to turn down work, I signed on for walk-in appointments (sometimes as late as 9 P.M.) and sessions as short as 15 minutes. Oh, and two-figure prices. Here's what happened.

Silver Mirror Facial Bar: An aesthetician applied an enzyme peel, drenched my skin with hyaluronic acid, and used the same LED light and oxygen-therapy treatments Shiman does. I was impressed. Time: 30 or 50 minutes. Price: $75 to $130.

Heyday: There was a lot of massaging on of serums and minor extractions. My skin was ultrahydrated, and the area around my eyes noticeably depuffed. Time: 30, 50, or 75 minutes. Price: $60 to $135.

Blitz Facial Bar: The Intense Pulsed Light facial was decent, but the setup was far from private—there's not even a curtain between the chairs. Time: 30 or 60 minutes. Price: $60 to $200.

Skin Laundry: I got a one-two punch of YAG laser and Intense Pulsed Light. After three visits, my normal ruddiness was gone, and my skin was exceptionally smooth. Time: 15 minutes. Price: $65 (the first visit is free).

So have I broken up with Shiman? No. But now I am spacing out our deep-dive sessions—and enjoying the occasional dinner out. —EMILY SHIPPEE

JOSEPHINE SCHIELE (STILL LIFES); CHRISTIAN KETTIGER/TRUNK ARCHIVE (PORTRAIT)


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[1]US clinical test, 25 women at 12 weeks. [2]US clinical test, 44 women. ©2017 Elizabeth Arden, Inc.



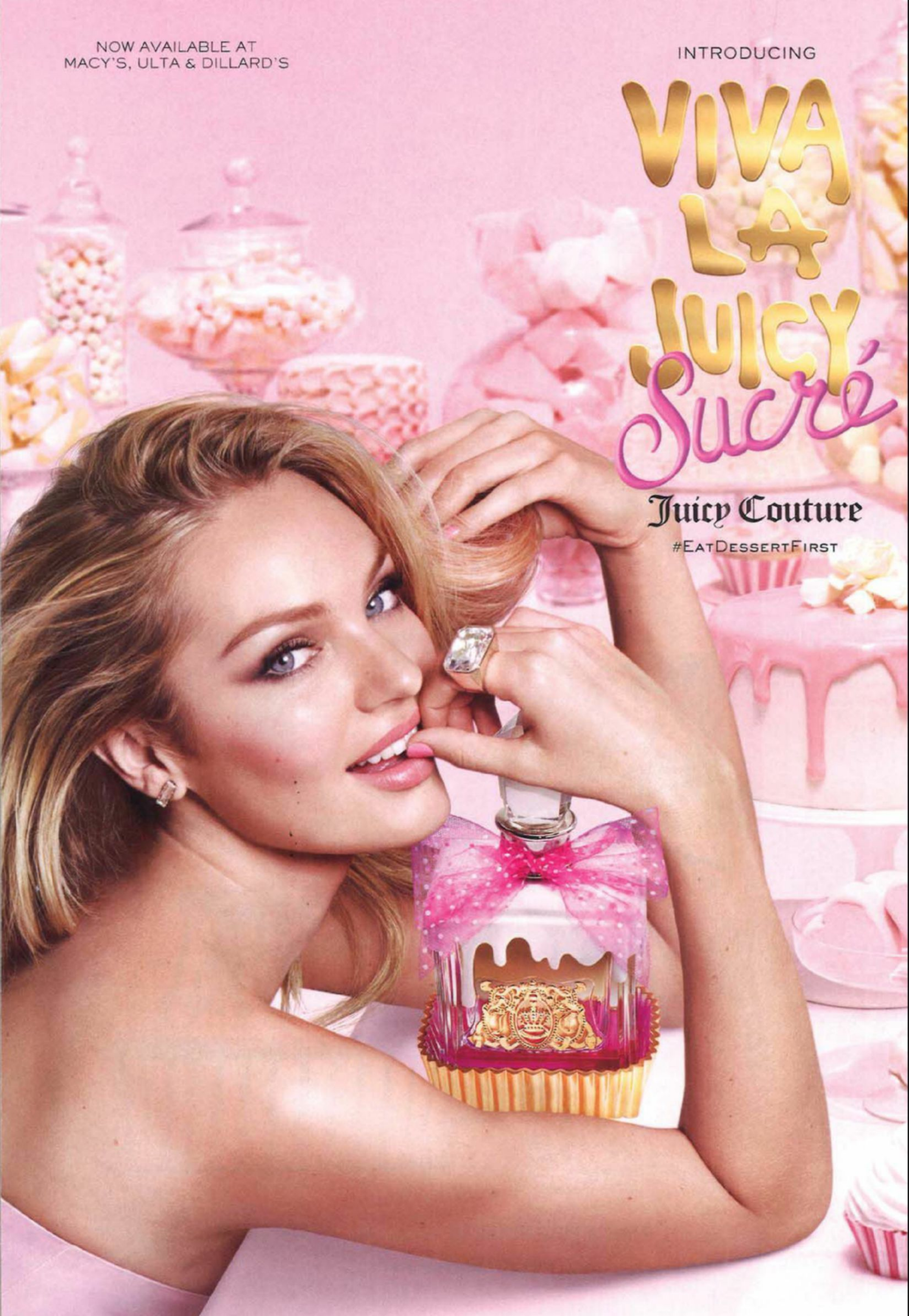
CULT OBJECT

Well Red

The man who turned a flash of crimson with each step into a status symbol now suggests we do the same with every blink. Christian Louboutin's empire has expanded into eye makeup—mascaras, brow and eye pencils, and liquid liners that have all the gleam of patent leather. The liners include a black and a teal, but really those are just preambles. The glossy, glamorous cherry red is the main event.

Christian Louboutin Oeil Vinyle Luminous Ink eyeliner in Rouge Louboutin, $75 (christianlouboutin.com).

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METAL HEADS

"I've never been into hair accessories" is a weird thing for a guy who just launched a line of hair accessories to say. But hairstylist Adir Abergel, who works with Marion Cotillard, Rooney Mara, and Gwyneth Paltrow for red-carpet (and generally fancy) events, has long been known for his rather unorthodox approach. "I've used jewelry and fishing wire in the hair," he says. And for his own collaboration with Lelet NY designer Sara Bieler Sasson, Abergel reimagined hair accessories once again. "I thought, Wouldn't it be cool if hair accessories looked like heirloom pieces and you could layer them like jewelry?" The answer: damn straight. Abergel sketched his ideas—gold cuffs piercing the length of a braid or ponytail; metal barrettes piled one on top of another, stacking-ring style—on cocktail napkins, on planes, on set with Kristen Stewart. "She's the only person I showed my ideas to at first," Abergel says. And after four months of doodling, he came up with a line of yellow-gold, rhodium, and rose-gold bobby pins, barrettes, and combs with all the flash of disco-era costume jewelry and all the elegance of antique brooches. There are chains you can clip into ponytails. Gold feathers you can slide around the base of a bun. Cuffs you can layer all the way down a braid. "Designers like Saint Laurent and Calder could take a simple metal and make it look alive," says Abergel. "That's what I wanted to do for this collaboration." —**ELIZABETH SIEGEL**





Abergel's affinity for hardware was apparent long before his line. Above: Emilia Clarke and Amber Heard.

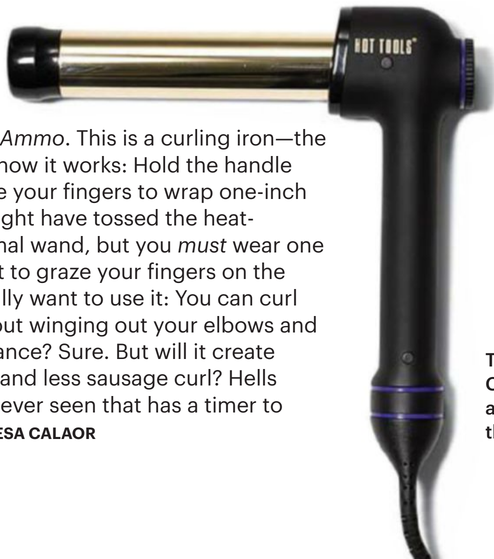




Clockwise from top left: Adir Abergel x Lelet NY Liquid Chain Comb, Coil Braid Cuff, Coil Pony French Barrette, Metallic Quill Bobbi, Fresh Metal Pearl Pony, and Mega Liquid Metallic Bobbis.

Gun Control

No, you're not suddenly reading *Guns & Ammo*. This is a curling iron—the Hot Tools CurlBar, to be specific. Here's how it works: Hold the handle upright so the iron is horizontal, then use your fingers to wrap one-inch sections of hair from base to tip. (You might have tossed the heat-resistant glove that came with your normal wand, but you *must* wear one with this thing; it's almost impossible not to graze your fingers on the heated iron.) And here's why you'll actually want to use it: You can curl long, thick hair—even in the back—without winging out your elbows and making your biceps burn. High maintenance? Sure. But will it create loose, sexy waves that are more beachy and less sausage curl? Hells yeah. It's also the first curling iron we've ever seen that has a timer to ping you when each section is ready. —**JESA CALAOR**



The Hot Tools CurlBar will be available late this month.

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RULE OF LAW

What you'll need to be a breakout teen model: great genes, sure. Then throw in a superfamous father—Jude Law will do—and a designer mother, like Sadie Frost. You'll also need a fashion fairy godmother to help you along. Let's go with Kate Moss. With those odds in her favor, it's no surprise 16-year-old Iris Law is now the face of Burberry's new Liquid Lip Velvet Collection and already has a Miu Miu campaign under her belt.

On seeing red: "Before the Burberry shoot, I didn't wear much lipstick, but I loved the different colors [makeup artist] Wendy Rowe created for me with Liquid Lip Velvet. Now I wear red lipstick when I go out."

On when she has to hold her nose: "I have coconut oil in my shower—I learned that from my mum. I use it as a moisturizer right before I step out. In the morning, I swig a turmeric-and-apple-cider-vinegar-tea concoction to keep healthy...while holding my nose."

On freakiness: "I just discovered natal charts. Based on where and when you were born, they size up your personality. It's so correct, it's freaky. Mine said I'd work in art and fashion."

On her nonnegotiables: "I'm not going to get a tattoo. I think it looks really cool on some people—I like small script on collarbones—but I want to have a completely clean slate."
—LOREN SAVINI



Law's beauty staples, from left: Allegra M. France Magic Globes (which she chills and massages her face with after cleansing), Burberry Liquid Lip Velvet in Regiment Red and Magenta, Aesop Resurrection Aromatique Hand Wash, Heritage Store Rose Petals Rosewater, and Burberry Cat Lashes Mascara in Jet Black.



From left: Aveeno Positively Radiant 60 Second In-Shower Facial, Dove Shower Foam Deep Moisture, and Jergens Natural Glow Wet Skin Moisturizer.

Shower Upgrade

Four innovations that put the how (the hell did I live without these) into your next shower:

A speedier facial: New in-shower masks from Aveeno and Perricone MD are designed not to drip or run while you tend to the rest of your showerly duties—and they leave skin silky.

A bubblier wash: One pump of Dove Shower Foam Deep Moisture dispenses an instant foamy froth that contains moisture-retaining glycerin and won't leave residue behind.

A sparklier blonde: John Frieda and Kodak photo-technology experts created the Brilliantly Brighter Perfecting Treatment, a five-minute no-peroxide treatment that makes blonde's blue and green tones refract light in the most shimmery way.

An easier tan: Jergens's new gradual self-tanner is a major first. Apply it to wet skin before you step out of the shower, towel off, move on. No waiting around nekked, no weird smell, no streaks on white towels (DHA turns dark only when it interacts with skin's proteins). **—JESSICA CHIA**

COURTESY OF BURBERRY (LAW); **JOSEPHINE SCHIELE** (STILL LIFES)



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Fashion Notes

CULT OBJECT

Dream Machine

A big shout-out to the coders, the hackers, and the cybernerds who made circuit boards cool: The cheekiest little bag this season looks as if it were lifted out of the world's chicest IT department.



Chanel plexiglass bag, price available upon request at select Chanel stores.

JOSEPHINE SCHIELE



ELEMENTS *of* STYLE

1 PAIR OF JEANS, 3 WAYS

You could excuse Missy Rayder for wanting to wear jeans every day. The model seems to have a hard time keeping still. "I never wear heels anymore," says the 38-year-old. When Rayder isn't chasing after her four-year-old, she's working on Penumbra Obscura, a new wallpaper line inspired by her travels. Rayder may have 30 pairs of jeans in her closet (conservatively), but here she proves a pair of vintage flares may be all she needs. —**AMBER ANGELLE**

"THE CONTRAST OF THE CORSET WITH THE OVERSIZE TOP—IT'S FEMININE BUT NOT OVERTLY SEXY."

Vintage Chloé jeans, Rayder's own. Viscose top by Sportmax. Corset by Isabel Marant. Cotton shoes by Casadei. Silver earrings by Meadowlark. These pages: Hair, Nicolas Eldin; makeup, Asami Taguchi. Fashion editor: Rachael Wang. Details, see Shopping Guide.

PHOTOGRAPHED BY JENNIFER LIVINGSTON


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Jeans run in the family: Rayder with her son, Luka.

“THIS IS DRESSING UP FOR ME: ADDING BITS OF PERSONALITY, LIKE A BILLOWY TOP AND SMOKY EYES.”



“I LOVE THIS FUN, ’70S VIBE AND THAT THE PROPORTIONS ARE BALANCED.”

“I LIKE PAIRING SOMETHING CASUAL WITH SOMETHING SPECIAL.”



FAVORITE THINGS

JEWELRY: “I wear my vintage diamond engagement ring every day.” **BAG:** “Balenciaga and a tote I bought in Croatia.” **DENIM:** “Chloé, J Brand, 3x1, Tess Giberson.” **BOOTS:** “Isabel Marant wedge boots.” **SKIN CARE:** “Oils and balms by Dr. Alkaitis, Kahina, and May Lindstrom Skin.” **FRAGRANCE:** “Santa Maria Novella.” **DESTINATION:** “Rome, Morocco, the Amazon—hard to choose! I hope to visit Belgrade, where my husband’s family is from.”

Top left: Embossed leather jacket by Ellery. Shoes, Rayder’s own. Gold earrings by Alexander Wang. Top right: Silk top by Balenciaga. Left: Viscose-blend top by Diane von Furstenberg. Silk sandals by Laurence Dacade. Gold earrings by Alexander Wang. Gold necklace by Jennifer Fisher. Leather bag by Balenciaga. Details, see Shopping Guide.


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Precious *Time*

Think of them as fine jewelry with benefits: Glittering, delicate cocktail watches as classic and ladylike as a Hitchcock heroine.



From top: Louis Vuitton diamond watch, price available upon request (866-VUITTON). Dior Timepieces diamond watch, $28,700, at select Dior stores. Chanel diamond watch, $8,250, at Chanel Fine Jewelry stores. Cartier gold watch, $25,700, at Cartier stores. Tiffany & Co. diamond watch, $14,000 (tiffany.com). Bulgari gold-and-diamond watch, $21,800, at Bulgari stores.

Maybelline New York Color Tattoo Eye Chrome in Gilded Rose

LIAM GOODMAN (WATCHES); **JOSEPHINE SCHIELE** (MAKEUP)


"in a
b'aha moment
we skipped town & headed south."
Essie
essie
Scenic Route
CALIFORNIA
spring collection 2017
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Petal Pushers



They're feisty, audacious, and ironically kitschy. The florals of today may be a nod to the '60s, but they're more Williamsburg than Woodstock.

Jersey coat by Miu Miu. Leather bag and strap by Fendi. Earrings by Michael Kors Collection. Makeup colors: Eye Shadow + Built-In Primer in Cocoa Mauve, Healthy Skin Blush in Vibrant, and Hydro Boost Lip Treatment by Neutrogena. These pages: Hair, Zaiya Latt; makeup, Miriam Robstad; manicure, Tatyana Molot. Prop stylist: Josie Keefe. Model: Ranya Mordanova. Fashion editor: Nicole Chapoteau. Details, see Shopping Guide.

PHOTOGRAPHED BY AMANDA JASNOWSKI PASCUAL

REFRESH YOUR CLEANSING ROUTINE



Whether you swear by your towelettes or love the squeaky clean of a scrub, read why 4 million women are raving about this different way to cleanse—Garnier SkinActive Micellar Cleansing Water

Imagine effectively removing a day's worth of makeup, while cleansing and refreshing your skin in just 1 step? Now you can with the brilliant Garnier SkinActive Micellar Cleansing Water All-in-1. Using Micelle Technology, this cleanser and makeup remover gently yet effectively captures and lifts away makeup and impurities without harsh rubbing or overdrying. **Garnier Micellar is specially formulated without oil, alcohol, fragrance, and parabens to be suitable for all skin types, even sensitive.** The only thing you feel is skin that's clean and hydrated!

---

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Elsie1269
Flint, MI

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★★★★★

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Nadia28
Floral Park, NY

To learn more visit
SkinActive.com





RINGS THAT COULD BE BOUQUETS. PRINTS PICKED FROM A GARDEN. AND AS MUCH PLATFORM AS YOU CAN MUSTER.



Above: Jersey top by Prada. Diamond-aquamarine-tsavorite-and-sapphire ring and diamond-and-citrine ring by Dior. Above right: Silk cotton dress by Orla Kiely. Leather bag by Prada. Earrings and ring by Etro. Right: Leather platforms and socks by Marc Jacobs. Details, see Shopping Guide.


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ELABORATE BLOSSOMS AND BARE SKIN MAKE FOR A CHARMING ARRANGEMENT.

Silk bra top and skirt by Tory Burch. Earrings by Delpozo. Amethyst-and-tsavorite ring and ruby ring by Pomellato. Makeup colors: Lash Power Mascara in Black Onyx, Chubby Stick Sculpting Highlight in Hefty Highlight, and Chubby Stick Moisturizing Lip Colour Balm in Super Strawberry by Clinique. Details, see Shopping Guide.


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Going ROGUE

By Francis Kurkdjian



The most celebrated fragrances often inspire nostalgia. But perfumers themselves travel in a very different direction: They forge ahead, coaxing fresh ideas out of classic techniques.

Take François Coty. Before the French perfumer arrived on the scene in the early twentieth century, many of his peers were wary of blending natural extracts with new synthetic molecules. But Coty went there and gave familiar notes unprecedented edge. He also made perfume widely available, selling it at reasonable prices, in bottles intended for display. Coty understood that fragrance can appeal to our collective nostalgia while still disrupting tradition. It's a recipe that transcends scent. Risk takers may fail on occasion, but the moments they succeed are the ones that make the world spin.



1

Estée Lauder In 1953, Estée Lauder launched Youth Dew (1). The spicy floral oriental was a bath oil that doubled as a perfume (it's now sold as two separate products; the perfume is shown here). It pioneered the revolutionary concept of a two-in-one product and encouraged women to layer fragrance for a lasting effect.

2

3

Francis Kurkdjian As a twenty-first-century perfumer, I have a mission to push boundaries. I've always liked to create novel ways to experience fragrance—scented cardholders, even bubbles. But I'm also producing more avant-garde perfumes, like Baccarat Rouge 540 (2). It balances sweetness and sheer woods with a light amber note, and I think its success is a sign that it's a great time to take risks.

4

Serge Lutens A former makeup artist, Lutens isn't a perfumer by trade, but his Paris fragrance boutique breathed fresh life into the industry in the 1990s. His goal was to offer radical alternatives to safe trends, combining cutting-edge ingredients with total creative freedom. A musk in the original, dirty sense, Muscs Koublaï Khan (3), which Lutens created with Christopher Sheldrake, challenged the easy, splashy fragrances of the time.

Jean Claude Ellena In the early 1990s, Ellena combined two synthetic materials that recalled the aroma of green tea. Bulgari commissioned a perfume out of the scent, intending it just as a gift for clients. The result, Eau Parfumée au Thé Vert (4), was so well received that the brand started selling it. With green tea, citrus, and a smoky wood accord, it had a broad, indefinable appeal. It even provided the blueprint for CK One, the first successful unisex fragrance.

PATRICK ROBERT/CORBIS VIA GETTY IMAGES (KURKDJIAN); JOSEPHINE SCHIELE (STILL LIFE)

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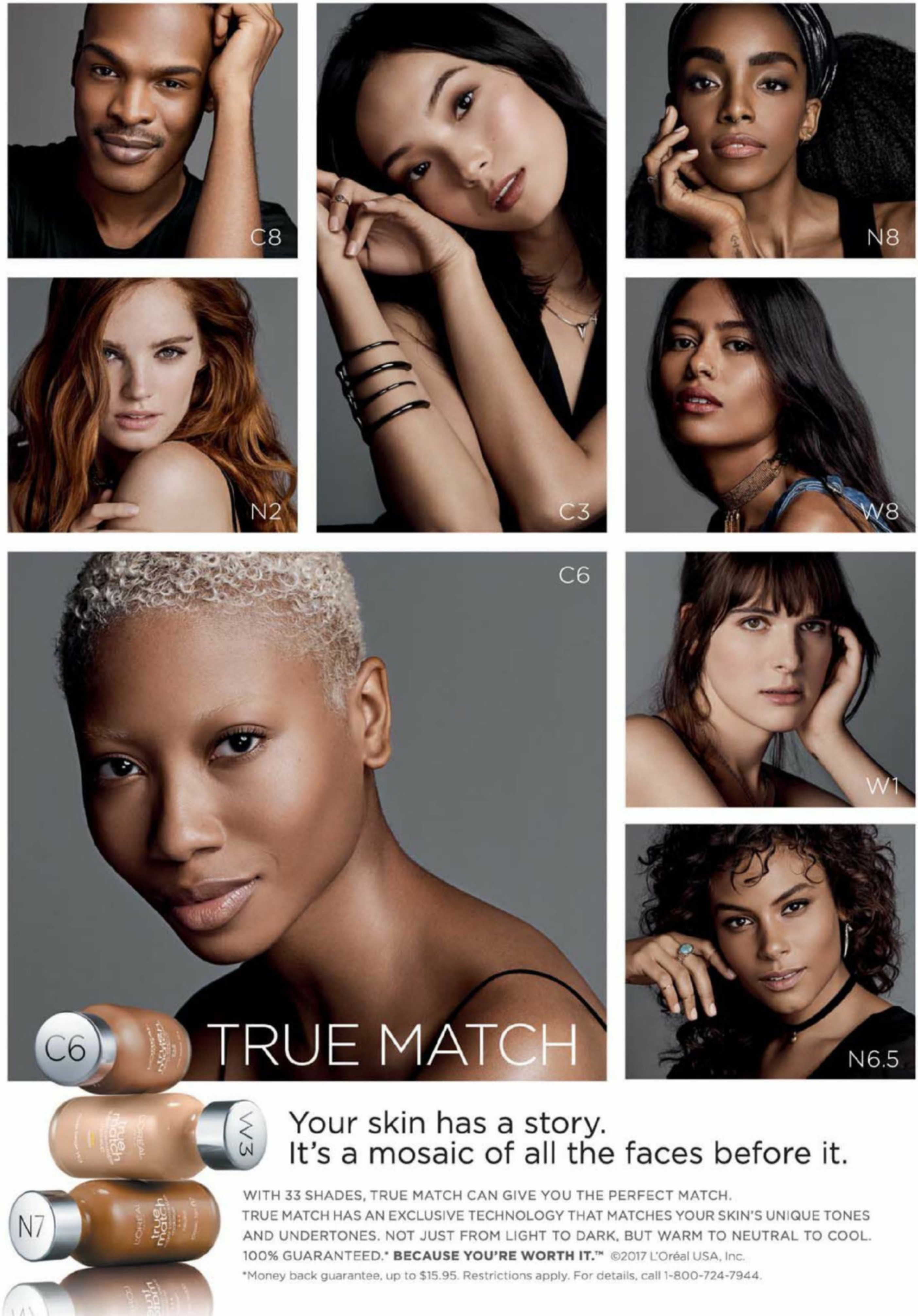
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*Based on Nielsen data for dollar and unit sales in food, drug and major discount retailers during the 52 week period ending 11/5/16.


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ALL *the* WORLD OVER



Five countries, hundreds of creams, and one very willing writer. **Loren Savini** copies (and we mean down to every last balm and blush) the skin, hair, and makeup habits of some of the most stylish, product-loving women on the planet. First stop: Google Translate.

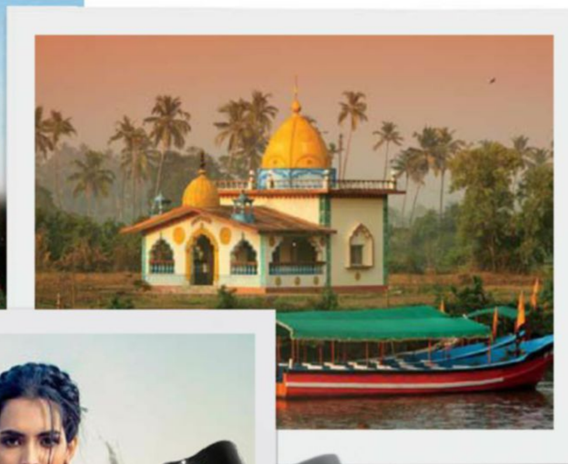






THE NATURALIST
INDIA

Left: The Taj Mahal. Below: "My favorite place in India is this small town up north called Mussoorie," says Navare. Some of Navare's products, clockwise from bottom left: Neal's Yard Remedies Rehydrating Rose Facial Oil, Evan Healy Rose Vetiver Day Moisturizer, Evan Healy Rose Geranium Facial Tonic HydroSoul, and Neal's Yard Remedies Wild Rose Beauty Balm.







Rasika Navare is a model who grew up in Pune, a city in the western state of Maharashtra.

"I find myself drawn to natural products; I guess my Indian heritage has something to do with that. In a traditional Indian household, it's common to use products from the kitchen in the beauty regimen, like honey, turmeric, and yogurt. My current beauty routine consists of Neal's Yard Remedies Palmarosa Facial Wash, a dab of rose-hip oil, and a rose-vetiver moisturizer. And you must let your skin breathe by staying off makeup whenever you can."



Rasika Navare smells amazing. I mean, I don't know for sure because we've never met in person, but between the rose oil and the rose cream and the rose balm, I'd wager she does. Navare's daily routine consists mainly of products with natural ingredients—papaya, shea butter, almond oil. This sounds nice and all, but honestly? Ingredients be damned: If it works, I'm on board. Natural, organic, and botanical products are pretty far off my radar. But it takes one morning at my sink washing my face with a palmarosa cleanser, toning with a rose-and-geranium spray, and massaging rose-hip oil into my skin to convert me. Not only do I smell like the queen (if she moisturized with Evan Healy Rose Vetiver cream, which, maybe), but my skin feels—for apparently the first time in a long time—really, really clean. And healthy. And glowing. It makes me want to sign up for Bikram yoga and turn all of my food to juice (I do neither of these things). The impulse to grab my concealer is completely gone, not because my undereye circles have gone anywhere, but because I don't want to ruin this awesome high. Throughout the day, I dip into Navare's favorite sweet, fragrant, all-purpose beauty tool—Neal's Yard Remedies Wild Rose Beauty Balm—to banish dry spots and use as lip balm and also surreptitiously huff at my desk when I get stressed. I'm telling you: This stuff smells good.

FOR PHOTOGRAPHERS' CREDITS, SEE CREDITS PAGE. OPPOSITE PAGE: **JOSEPHINE SCHIELE.**





The Moscow skyline. Far right: Giorgio Armani Eye Tint in Rose Ashes and D.S. & Durga Mississippi Medicine.





From left: David Mallett Hair Serum #DM027 and Becca Beach Tint in Fig.

THE PERFECTIONIST

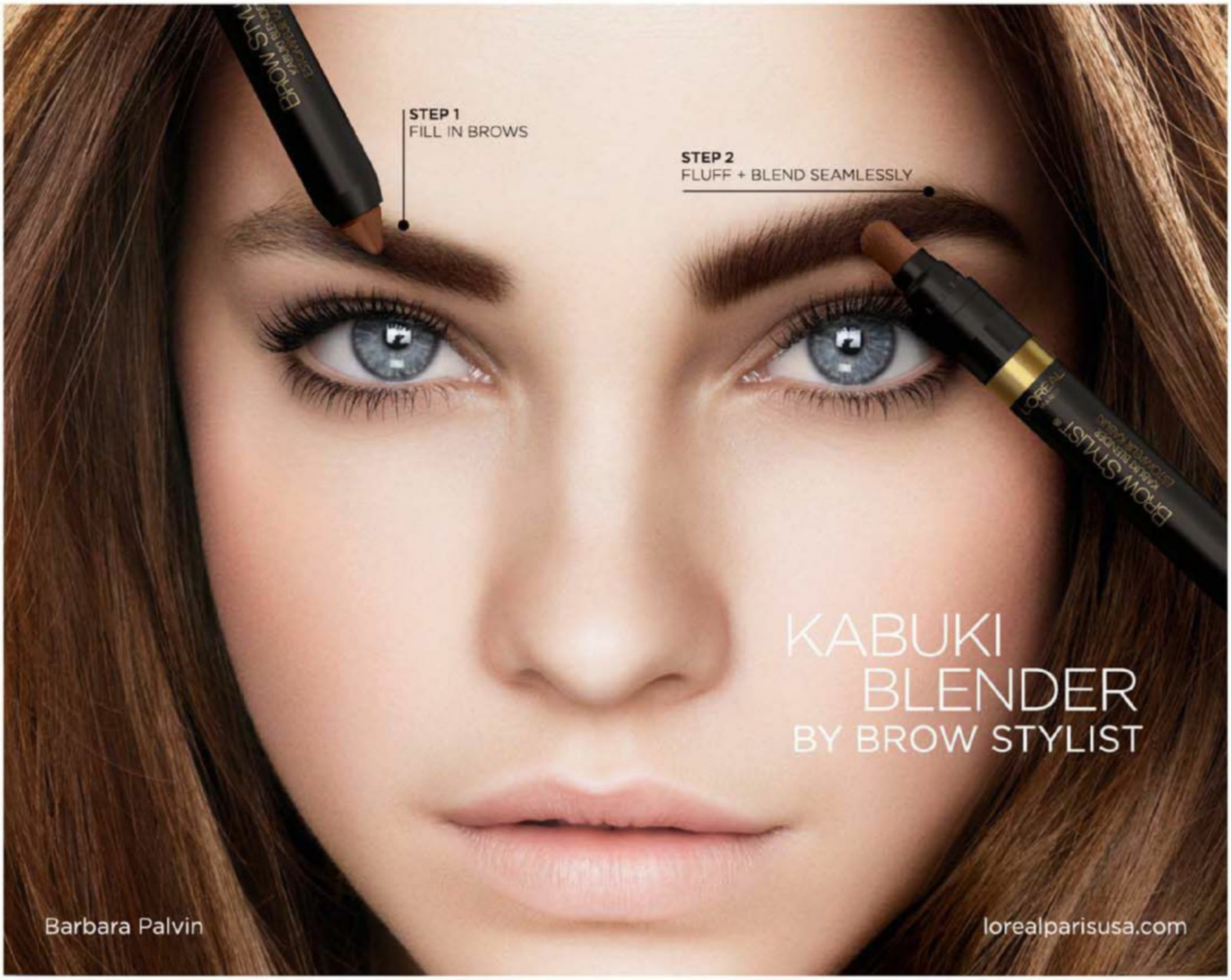
RUSSIA

Olga Karput is the founder and owner of Kuznetsky Most 20, a concept store in Moscow.

"Women in Russia tend to care a lot about how they look, so we are used to caring for our bodies, skin, and hair from a very young age. One needs to stay healthy and good-looking! And you need time every day to do all of that. First you make a green juice. Then I suggest you do yoga or any kind of sport that makes you feel good. Then shower, self-massage, lotions, masks, oils—only after that are you ready for a new day."

When I ask Karput for her daily routine, her instructions come in the form of *six emails*—one each for hair, body, face, makeup, vitamins, and perfumes. The final count is 60 products, give or take. This is an Olympic-level morning. Like, you know how Michael Phelps eats 12,000 calories a day? This is that, but with no pancakes or pasta. Karput is so infuriatingly stunning, I begrudgingly set my alarm two hours earlier than usual because whatever she's doing, it's working. But two hours turns out to be conservative. Her Eve Lom cleansing balm alone is a Da Vinci Code of complicated steps involving three different water temperatures and several waves of muslin-cloth scrubbing. She does one or two masks. Every. Single. Morning. They include Biologique Recherche's syrupy Masque Vivant (which smells like molasses, tar, and orphan tears but promises ageless skin—I suffer dutifully) and a series of collagen and silicone sheet masks, some of which, of course, must be followed by a spring-water spray and ampoules because what is beauty if it doesn't come with an instruction manual that puts *Moby Dick* to shame? Her skin-care products are also frontline aggressive, and I bail on a handful of them when it starts to feel like I'm scorching the nerves in my face. Two hours after waking up, I'm still smoothing David Mallett hair serum into my split ends with one hand and reading the back of a bottle of magnesium supplements (and omegas, silica, vitamin D...on and on until you die of old age, standing there in your underwear). Karput's makeup looks simple, but by the time I've made it through the shower and the skin care and moved on to the Nars tinted moisturizer, the Becca Beach Tint, the kaleidoscope of metallic Giorgio Armani cream shadows, and the spritz of D.S. & Durga's smoky (and I mean burn-the-house-down smoky) Mississippi Medicine—I'm exhausted. But the compliments on my glowing face are better than coffee. And really, who needs rest when you have the Russian secret to eternal dewiness?

CLOCKWISE FROM TOP LEFT: ROBERTHARDING/GETTY IMAGES; **JOSEPHINE SCHIELE** (3); **RENÉE RODENKIRCHEN** FOR THE COVETEUR/TRUNK ARCHIVE; GETTY IMAGES (PHOTO FRAME)





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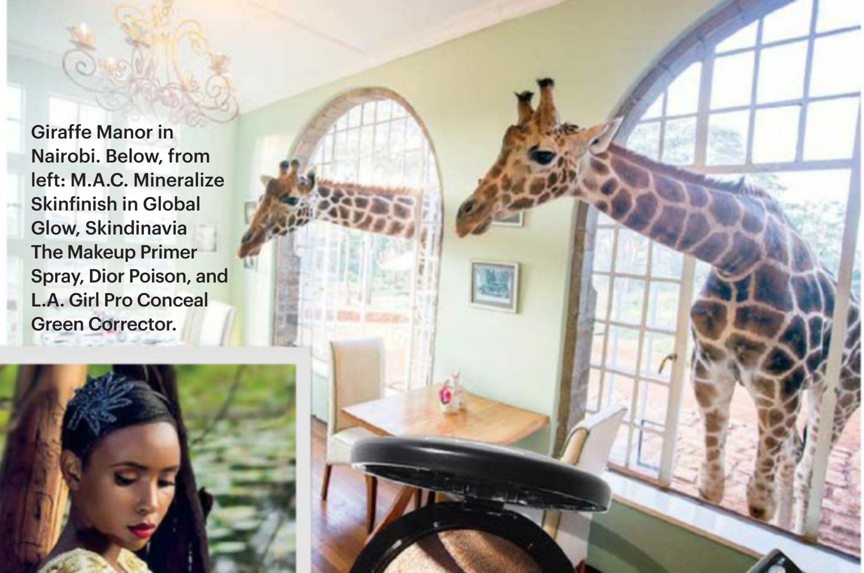
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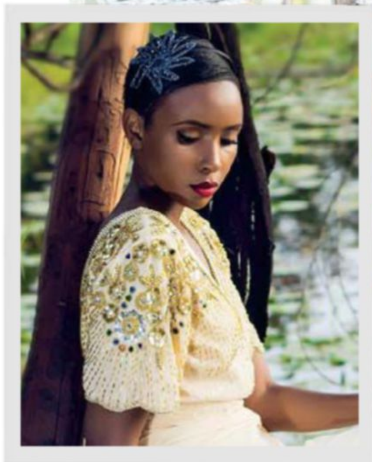
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Giraffe Manor in Nairobi. Below, from left: M.A.C. Mineralize Skinfinish in Global Glow, Skindinavia The Makeup Primer Spray, Dior Poison, and L.A. Girl Pro Conceal Green Corrector.

THE RISK TAKER

KENYA





Nancie Mwai is a lifestyle blogger based in Nairobi.

"Kenyan makeup culture is still young, but we love bold, transformative looks. My mom prefers that I not wear any makeup, but this is what I love; I can still wash it off at the end of the day."

Bold, transformative looks." You don't know what that means, either, do you? I repeat this out loud to myself a few times, picturing turquoise eye shadows and neon lipsticks. Bold means risky, right? But when Mwai's favorite products arrive at my desk, everything becomes clear. Her foundation is intensely opaque. One sweep of the highlighter she uses is sparkling; two practically turns your cheeks to gilded metal. Bold doesn't mean avant-garde. It means that Mwai prefers to use makeup to really accentuate her features—she has to be photo-ready for her blog, after all. She has dark, face-framing eyebrows that she creates with an Anastasia Beverly Hills pomade so saturated that it quickly becomes a full-fledged crisis for me. On Mwai, it looks pristine and powerful; on me, it overtakes my face—no, my existence. I am only eyebrows. I may not be used to seeing these exaggerated features on my face, but sure enough, selfie-me *does* look pretty glamorous.



THE MINIMALIST

FRANCE



Claire Dhelens is a fashion editor and stylist based in Paris.

"My routine in the morning is a coffee on my terrace with a beautiful Paris view. For me, excess of foundation, blush, and lipstick means too many things to be hidden."

I've officially had it with the effortless-French-beauty cliché. So I try my best to be unimpressed when I get my hands on Dhelens's moisturizers and her makeup product of choice: Cherry Blooms Brush On Fiber Lashes. Her entire stock is in eyelashes. No foundation, no concealer, no lipstick—just eyelashes. And the lashes these fibers create really project to the balcony. They are so long, in fact, that I'm positive when I blink, a chilly wind sweeps across the city. And despite the fact that not wearing any other makeup kind of gives me indigestion, the superhuman lashes feel like more than enough. I don't even mind it when black fibers start to settle on my cheeks throughout the day. What remains is still flirty and sexy and feminine, and I feel (damn it!) effortless.

Left, clockwise from top: SkinCeuticals Phloretin CF serum, Chanel Hydra Beauty Crème, Cherry Blooms Brush On Fiber Lashes, Byredo Bal d'Afrique, and Eau Thermale Avène Gentle Toning Lotion.

FOR PHOTOGRAPHERS' CREDITS, SEE CREDITS PAGE.


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A view of Seoul from Bugaksan Mountain. Below: La Mer The Cleansing Oil and Aerin Mediterranean Honeysuckle. Right: Missha Signature Complexion Coordinating B.B. Cream, Clarins Tonic Body Treatment Oil, and Nars Restorative Night Treatment.



THE CLEANSER

SOUTH KOREA



Claudia Kim is a model and actress from Seoul.

"The most effort is put into achieving good, smooth skin—cleansing rituals, daily masks, facial massages to achieve a smaller face. Believe it or not, Koreans are also pretty keen on this: 'Your face is so small!' is a compliment that is often used."

I'm not sure where I land on the face-size scale. I'm looking in the mirror, and it seems like an average-size face to me...but compared with what, exactly? A baby? A baby face is a pretty small face. But unless I find a way to Benjamin Button myself, I think my small, infant face is decidedly a thing of the past. Plus, I had really chubby cheeks as a baby. I kind of dig my defined adult cheekbones, to be perfectly honest. Kim's skin-care routine doesn't immediately strike me as anything face-shrinkingly revolutionary, but she sure cleanses a lot. She starts with Physiogel Calming Relief Gentle Cream Cleanser. I wash my face; I feel clean. Then there's cleanser number two: La Mer The Cleansing Oil. I've never been a fan of slathering my face in oil (I have teen-acne PTSD), but OK, I'll admit, this made my face feel baby-soft. But smaller? No. Cleanser number three is La Roche-Posay Effaclar Purifying Foaming Gel. Great. But my face does not appear smaller, and I write the whole thing off. But here's where things get freaky. After a few days of this cleanse-on-cleanse-on-cleanse, something changes. I'm getting carded at bars and restaurants and—this is true—one R-rated movie. I laugh at the woman tearing tickets when she asks for my ID. "Wow. I haven't been carded for a movie in a long time," I say. She frowns and says: "Honestly, I thought you were 16," which means that she thought I was *over a decade younger* than I am. "You have really nice skin." I want to ask if she would call my face small, but that seems kind of serial-killer-y, so I decide to take the compliment and triple-cleanse again that night.

For every last detail on the beauty rituals and favorite products of these insanely gorgeous women, go to **allure.com/international-beauty**.

CLOCKWISE FROM TOP LEFT: GETTY IMAGES; **JOSEPHINE SCHIELE** (2); **AHN JOOYOUNG**; GETTY IMAGES (PHOTO FRAME); **JOSEPHINE SCHIELE** (2)





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FROM LEFT: **MIKO LIM**/CONTOUR STYLE BY GETTY IMAGES; **JOSEPHINE SCHIELE**

SHAMPOO *Investigation*

With the level of gossip, half-truths, and misinformation swirling about something as simple as shampoo, you'd think we were dealing with a messy celebrity divorce. Is it making you lose your hair? Is it wrecking your color? Is it getting back together with Brad?! Respectively: Maybe, possibly, and you'll have to ask him. *By Jessica Chia*

THE MYTH:

DRY SHAMPOO AND CLEANSING CONDITIONERS CAN MAKE YOUR HAIR FALL OUT

THE TRUE STORY:
The Internet says dry shampoo can clog hair follicles on your scalp and make you lose your hair (but it also says Beyoncé was replaced by a clone, and, come on, no clone can dance like Bey). "Dry shampoos use powder, starch, or talc to soak up oil, and none of those ingredients directly impact the ability of follicles to grow new hair," says Paradi Mirmirani, a dermatologist in Vallejo, California. But that doesn't mean you want dry shampoo—or any other styling product—sitting around on your scalp for days (it could make you itchy). Aim dry shampoo right above the roots of your hair, rather than directly onto the scalp, advises cosmetic chemist Joseph Cincotta.

The truth about cleansing conditioners and co-washes, however, isn't as clear-cut. Even the cosmetic chemists we talked to didn't agree on whether or not their ingredients—which can include conditioning polymers but usually do not contain detergents—contribute to thinning hair. And the FDA is currently investigating the ingredients in one line of cleansing conditioners, from Wen. Last year, the company began a process to settle a class-action lawsuit from customers claiming its cleansing conditioners made their hair thin and fall out. Until we have more answers: Wash your hair with shampoo (the kind that sudses up) at least once a week to get rid of residue from products and cleansing conditioners.

THE MYTH:
THE BOTTLE SHOULD SAY "PH-BALANCED."

THE TRUE STORY:
It's important that your shampoo be pH-balanced, which explains why *they all are*. Shampoos hover in a nonthreatening range of five to seven. "If hair's pH gets above a ten or so, the fiber swells, and it will cause irreversible damage," says cosmetic chemist Randy Schueller. "Coloring and perming processes utilize pH levels this high, but shampoos haven't since the '40s."

THE MYTH:
IF IT'S GOOD FOR SKIN, IT'S GOOD FOR HAIR.

THE TRUE STORY:
Vitamins, hyaluronic acid—skin-care ingredients in shampoo sound awesome in theory, but that's it. "Take hyaluronic acid," says Schueller. "It's a good hydrating ingredient for skin, but there are no proven benefits for hair." What's more, you rinse out shampoo. "They really can't leave behind any of those active ingredients," says Cincotta. "They're going to go down the drain."

THE MYTH:
IT'S HEALTHIER NOT TO SHAMPOO.

THE TRUE STORY:
Shampoos remove some of your hair's natural oils (which moisturize and smooth frizz), but oils aren't all that's settling on your scalp during the day. "Your body is constantly exfoliating, so your scalp is covered in dead skin cells, plus bacteria, yeast, excess oils, and pollutants," says Cincotta. Leaving those things sitting around for more than a few days could cause irritation, itchiness, or flakes (new research shows pollutants are especially irritating). And then there's the issue of styling products—hair spray, mousse, you name it—with ingredients that stick to hair. If you don't wash them off, they'll make hair stiffer and more likely to break when you brush. In short: Shampooing is nonnegotiable, and it's OK to wash your hair daily. If your scalp is itchy or tight—or if you have eczema or dandruff—scale back to once a week.

THE MYTH:
SULFATE-FREE SHAMPOO IS BETTER FOR COLORED HAIR.

THE TRUE STORY:
If you dye your hair (so...if you're a woman over 16?), you've probably been told to use sulfate-free shampoos to avoid stripping your color. "I've tested sulfates against other surfactants, and I didn't see a difference in terms of fading color," says Schueller, adding that water is as damaging as any cleanser. "When your hair gets wet, it swells, the hair shaft opens, and some color leaches out." Sulfates have been shown to be irritating to eyes and skin in some studies, but just because a shampoo is sulfate-free, that doesn't mean it's less likely to irritate: "Many sulfate-free shampoos that still lather have other detergents in them," says Mirmirani. If you have a sensitive scalp, look for ingredients that include the words "isothionate," "taurate," or "decyl glucoside," and avoid C14-16 olefin sulfonate. "I notice it in sulfate-free shampoos, but it's just as intense as any sulfate," says Cincotta. (Try ColorProof CrazySmooth Anti-Frizz Shampoo.)

12

Percentage of Americans who use dry shampoo, according to Mintel (versus 99.99 percent of *Allure* editors).

$3.22 billion

What Americans spent on shampoo in 2015.

BOTTLE SERVICE

Shampoos that buck tradition in the name of better hair:



Leave out: Silicones

Because: They can make hair limp and greasy when you put them on your roots, says Cincotta.

We like: Herbal Essences Volume Arabica Coffee Fruit Shampoo and Pantene Pro-V Sheer Volume Shampoo, both silicone-free.

Reconsider: Keratin

Because: The keratin in most shampoos washes off, but now there's one kind that doesn't. Researchers at Wake Forest University worked with a biotech firm to create a form of keratin that plugs holes in damaged hair so it looks and feels smoother.

We like: Virtue Recovery Shampoo, with the protein Alpha Keratin 60ku.



Add on: Clay

Because: It can soak up greasiness on your scalp, just as it can in a face mask.

We like: L'Oréal Paris Extraordinary Clay Pre-Shampoo Treatment.

JOSEPHINE SCHIELE (5)




head & shoulders
"DON'T BELIEVE I USE
HEAD & SHOULDERS?
YOU'RE RIGHT. I USE
NEW HEAD & SHOULDERS."
Now you can finally have hair that's soft to the touch, full of life and up to 100% flake free, thanks to the NEW Tri-Action formula.
NEW
1 Cleans
2 Protects
3 and even Moisturizes
head & shoulders
smooth & silky
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WHAT A RUSH

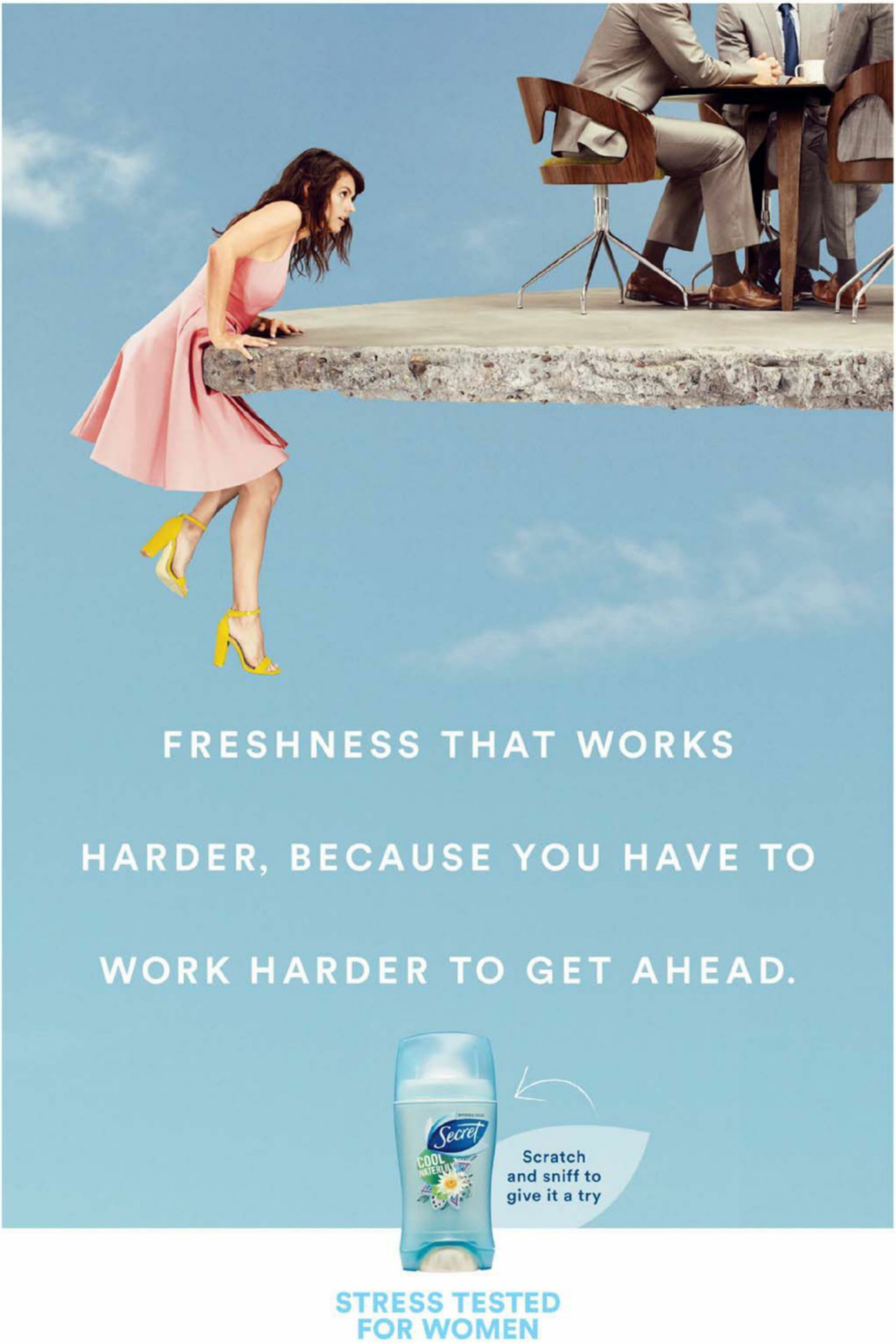


Adrenaline may be a stress hormone, but you wouldn't have an A game without it.

By Loren Savini

Picture this: You. Tenacious survivor. Intrepid cave dweller. Tireless provider by virtue of club and spear. You're stalking through the savanna on the hunt for your next meal, and you hear a twig snap. Suddenly, you feel a rush of energy, and you're hightailing it out of there at top speed. No? Never? Fine. But it happened to your ancestors. And that surge of function and intensity brought on by the fill-in-the-blank predator? That's fight-or-flight adrenaline—the same hormone you feel when your boss comes striding furiously toward your desk or you're toeing the edge of an airplane, about to take the plunge. In that twig-snapping moment, your brain signals the sympathetic nervous system that there's an immediate challenge—a lion, say—which in turn signals the adrenal glands that *shit is going down*.

CHRISTOPHE KUTNER/TRUNK ARCHIVE


FRESHNESS THAT WORKS HARDER, BECAUSE YOU HAVE TO WORK HARDER TO GET AHEAD.
Secret
COOL WATERLILY
Scratch and sniff to give it a try
STRESS TESTED FOR WOMEN

Your body releases adrenaline. Now you have an extra boost (to run from the lion). The immediate surge of adrenaline makes you more alert, enhances your reaction time, and sends blood to the major organs and muscles. But your hands are clammy. And what's up with the horrible pounding in your ears? This is where the hormone gets a bad, if deserved, rep. That lion is gaining on you. So your body responds with another hit of adrenaline. Only this time, it's joined by cortisol, another stress hormone. Now your blood pressure is up, your heart rate is high, and your hands are sweaty because the blood has rushed away from your skin and to your muscles. Despite all that, adrenaline really is on your side. It's why you're able to think on your feet during a high-stakes meeting or push yourself a little harder to finish a triathlon. According to Boston-based clinical psychologist Inna Khazan, the



STRESS "IS PERHAPS THE GREATEST SOURCE OF GROWTH AND ACCOMPLISHMENT."

word "stress" packs some unfair implications. "Stress is an essential part of life. It is perhaps the greatest source of growth and accomplishment," she says. "Adrenaline is part of a healthy response to life's challenges." The worst thing you can do is fight it. The more you tell yourself that you need to calm down, the more adrenaline you'll start to release—a big catch-22 in the game of trying to manipulate your body's (totally natural!) process. "Trying to stop an adrenaline rush can get in the way of performance. We might be stumbling over our words, or we might have trouble remembering what we were doing," says Khazan. "There is an interaction between what our bodies are doing and what our minds are doing in response." The difference between that amazing kick-ass gym adrenaline and the totally-freaking-out adrenaline? Nada. The hormone and its release are exactly the same. How you feel about it all boils down to your interpretation. So next time you're nervous, remember that you *need* to be nervous. Adrenaline, it turns out, is your dedicated friend.

UNDER CONTROL

Adrenaline may be part of a lean, mean, highly evolved machine (i.e., the human body), but that doesn't mean there aren't a few hacks to get it working on command.

1 **Take the stairs.** Look, we know you took the elevator to your office today, and we're not judging. But if the 3 P.M. slump creeps in right before an important phone call, Gail Adler, an endocrinology specialist at Brigham and Women's Hospital in Boston, has a suggestion: Running up a flight of stairs could get your adrenaline pumping and help you feel more alert.

2 **Strike a (power) pose.** A 2010 study published in *Psychological Science* suggested that holding a power pose—sitting or standing in a way that makes you feel more powerful—for one minute can decrease cortisol levels by 25 percent. If you're headed into a big meeting and feeling panicked, try putting your feet up on your desk and leaning back with your hands behind your head, Don Draper style (maybe without the whiskey).

3 **Breathe low, not deep.** A deep breath could just be the worst thing you can take when you're stressed if you do it too quickly. If you expel carbon dioxide too fast, you might get dizzy or hyperventilate because not enough oxygen is being delivered to your brain. Deep breaths are great as long as the exhales are nice and slow. An effective way to lower blood pressure is with slower, diaphragmatic breaths. Try breathing in for four seconds and then out for six with your lips pursed as if you're blowing out a candle.

4 **Eat your stress away.** *Real* comfort foods are packed with vitamins and antioxidants that actually reduce stress. To keep chronic stress at bay, look to foods high in folic acid and zinc, like spinach and avocado, or vitamins B and C, which you'll find in blueberries and oranges.

CHRISTOPHE KUTNER/TRUNK ARCHIVE


LOVE ME FOR LIFE
Rory & Penny
GREAT TASTE GUARANTEE
"I and love and you."
NAKED ESSENTIALS
WITH LAMB + BISON
DOG FOOD
"I and love and you."
The essentials for a happy, healthy life.
• Real Meat
• Grain Free
• No Fillers
• Prebiotics & Probiotics for digestion
• Omegas 3 & 6 for skin + coat
Find us at your grocery store or visit iandloveandyou.com

Beauty

Passport

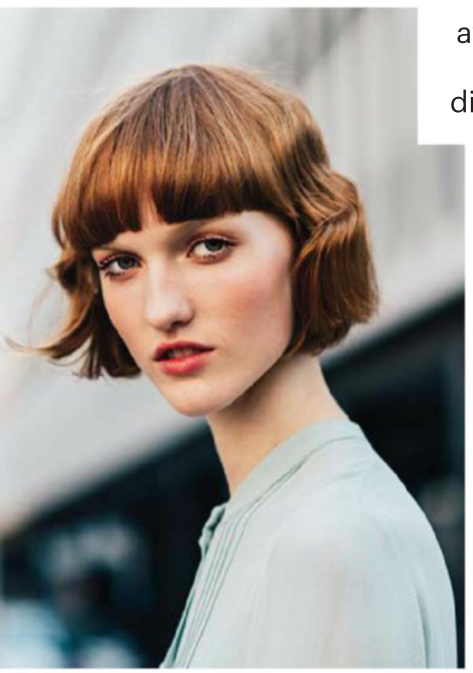
NEWS, TREATMENTS, AND OUR LATEST OBSESSIONS FROM ABROAD



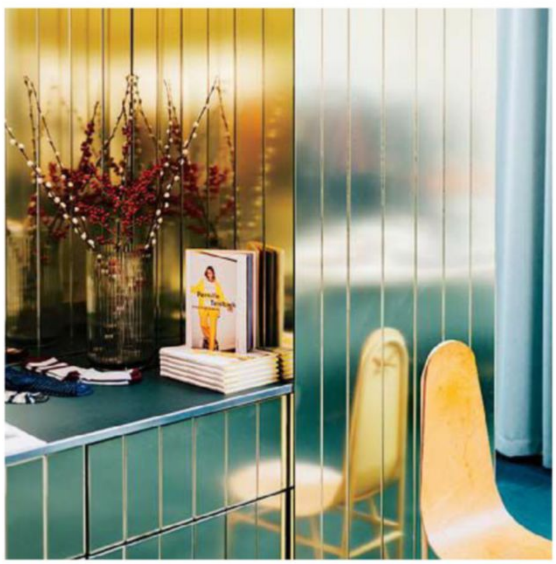


Due North

They're stylish, friendly, and incredibly aware of their carbon footprint. **Elizabeth Siegel** goes to Copenhagen and discovers that there is nothing like a Dane.







SØREN JEPSEN (5)

Clockwise from top: Colorful houses in Nyhavn, a waterfront district; wintry street style; the well-appointed Ganni boutique; Studio Cim Mahony salon; and Ina Maribo Jensen, a Danish model (with an excellent bob).


BURT'S BEES
DEFY
MOTHER NATURE
BY EMBRACING
HER.
BURT'S BEES
day lotion
SKIN NOURISHMENT
SPF 15
BURT'S BEES
SKIN NOURISHMENT
Introducing new Skin Nourishment SPF 15
Day Lotion and Night Cream with royal jelly.
Harness the power of nature to nourish your
skin's health today and protect it in the future.
BurtsBees.com



Studio Cim Mahony, where Danish street-style stars go for sexy layered cuts

Copenhagen is the Brooklyn of Denmark. (Or maybe Brooklyn is the Copenhagen of America?) Either way, the place is so cool it hurts. But it's a good pain. Whether we're talking about a vintage bike or a shearling coat or a cup of coffee, the Danish capital is a study in style. I watched. I took notes. I picked up a few lessons. And I even learned to like herring.

LESSON 1. You might as well be wearing pajamas. Because the only thing that really matters to a stylish Danish person is her coat. Copenhagen is a parade of feminine navy bouclé, of artfully cut, muted leopard, of sexy-nerdy gray plaid—and I wanted every last one. Denmark could be a nation of fashion editors: It's not just the coats; it's how they're styled. Scarves wrapped just so to show off the neckline. Crisp, polished Chelsea boots. In this country, coats are wearable works of art. It's instinctive. It's in the Danish DNA, like knowing how to ride a bike or poach a piece of salmon. I'm not saying I came home with a whole new coat, but if I *haaaaaad*, it could have been a dark-green shearling with color-block red sleeves and a high collar from a Danish brand called Saks Potts.



You Will Bike, and You Will Love It

It's actually against the law to rent a car (no, not really). The city has more bikes than humans, and the federal government plans to have the entire country off of fossil fuels by 2050. So it follows that around every corner, next to every canal, and on every street, you will find Danes on bikes. "You don't ride a bike to work?" one very pretty, very blonde saleswoman asked me. "I walk?" I said, not totally convinced anymore if it were even true. This is a city of biped-shaming. If you ever want to be a real Dane, you'll have to become a cyclist.

LESSON 2. Light candles at 8 A.M. I have a theory about why Danes are the happiest people in the world (they are—ask the U.N.), and it has nothing to do with their universal health care or their stellar education system. When I was in Copenhagen, I was the best version of myself, and I don't mean in a self-actualized way. I mean I was always bathed in candlelight. When I went to the (adorable, blonde-wood-everywhere) coffee shop in the morning, the little candle elves had already set them alight. When I had a lunch meeting, I was glowing over my herring—and I ate herring! It's not that bad! Danes even have a word for getting together with friends over lit candles and good food: "*hygge*" (pronounced "hoo-guh"). We don't have a word like it in English, but from what I can tell, it roughly translates to "snacking on salty fish and a Carlsberg beer while wearing a scratchy wool sweater and sitting in flattering lighting that makes you look like you have the complexion of a 16-year-old."



Right: A corner table at Beau Marché, a candelit café hidden in a courtyard.

SØREN JEPSEN (3)



WHATEVER MAKES YOU FEEL BEAUTIFUL™
walgreens.com/cosmetics



GEL
COLOSSAL
BIG
SHOT
REVLON



Danish blogger Iris Brofos Heinsen

LESSON 3. If you drink decaf, just stay home. Go to the neighborhood coffee shop, and if the menu is written in Legos, that's a very good sign. Now order the strong, chocolaty Finca Vista Hermosa. It will be served in a forest-green mug that is very likely homemade. It'll be brewed—sorry, AeroPressed—by a beautiful barista in black jeans. There will be a cactus in the corner, a few man buns in the area, and Missy Elliott's "Oops (Oh My)" on surround sound. Then go and have 18 more. Now you're actually Danish. If the coffee makes you jittery, well, a few pieces of salty fish might help.



WHEN I WAS IN COPENHAGEN, I WAS ALWAYS BATHED IN CANDLELIGHT.



From left: Ole Henriksen Moment of Truth 2-in-1 Polishing Sugar Mask, Nurture Me Moisturizing Crème, Transforming Walnut Scrub, Total Truth Brightening SPF 15 Eye Crème, and Counter Balance Oil Control Hydrator.

Ole Henriksen: The Man and His Skin Care

He's something of a Danish guru. He gets recognized on the street. Taxi drivers ask to take selfies with him. He says things like "Don't you love it?!" and then does a happy dance (this happens a few times a day). This spring, Ole Henriksen, a Danish native, is adding a new collection for oily skin to his line. The six products, including cleansers and creams, smell like eucalyptus and mattify the skin with alpha and beta hydroxy acids. He's also relaunching his entire skin-care line in newly vivid orange, purple, blue, and green bottles (some formulas are the same, some are new, and you'll be happy to know that my personal favorite, Total Truth Brightening SPF 15 Eye Crème, still smells like a Creamsicle). The packaging is now so bright, it could maybe glow in the dark—that's the point. I met up with Henriksen in Denmark and asked him why he wanted to redo the packaging on his 32-year-old skin-care line. The answer was surprisingly meteorological. "It's gray and rainy here," he told me. "Danes love color."

FROM TOP: **SØREN JEPSEN** (2); **JOSEPHINE SCHIELE**



Disrupt to radically change business strategy, a product that creates a



(verb): an industry's as by introducing or service new market.

Is the prettiest hair color always the most natural? What if his was the same as hers? Why must "model" be synonymous with "skinny"? By asking provocative questions and answering them with aplomb, 11 irrepressible talents are changing the way we experience beauty. By Hannah Morrill

JOSEPHINE SCHIELE



Lucia Pica

The global creative designer for makeup and color at Chanel is seeing red, and bronze, and even black in a whole new way.

In 2014, Italian-born Lucia Pica was a freelance makeup artist living in East London. Her burgeoning career doing shoots for *i-D* and French *Vogue* was modest, if critically successful. Almost two years after the departure of creative director of makeup Peter Philips, Chanel offered Pica, a relative unknown, the job of creative designer for its makeup and color. Pica wasn't expecting the offer but accepted it on the spot. "It was the highlight of my career," she says. **WHAT'S OLD IS NEW:** For nearly two years, having been bestowed with one of the most powerful jobs in makeup, Pica worked quietly and without fanfare. Her first collection, Le Rouge Collection No. 1, was a reimagining of red, arguably the most important hue in any makeup artist's palette. (Coco thought it was the color of life and blood; Pica is rarely caught without a slash of scarlet on her lips.) Every product, even the eyeliners and shadows, was a shade of red. Ladies who lunch and club kids alike made it a commercial success. **BRIGHT FUTURE:** With her new spring and summer collections, Pica is steering Chanel into splashier waters. It includes lip-gloss topcoats (a first for the brand) that transform whatever pigment lies beneath and a reformulated powder shadow that manages to be both sheer and matte. "I want there to always be elements of practicality and surprise in my collections," she says.



From far left: Chanel Blush Duo Tweed Effect in Tweed Cherry Blossom, Chanel Rouge Coco Gloss in Melted Honey, Chanel Le Rouge Lip Crayon in Framboise and Tangerine, and Chanel Les Beiges Stick in Bronze.

ANGELO PENETTA/TRUNK ARCHIVE (PICA); **JOSEPHINE SCHIELE** (STILL LIFES)



ANTI-AGING HAIR
TREATMENT SYSTEM
Available at Walgreens
TWO WEEKS TO HEALTHY HAIR
NEW
ANTI-AGING HAIR
TREATMENT SYSTEM
Formulated with
PEPTIDE AMINO-VITAMIN COMPLEX
Start to see results in just 2 weeks!
ANTI-AGING:
• Fights Hair Loss
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EXTRA BENEFITS
• Thermal Protection
• Adds Volume
• Minimizes Frizz
Reduces Hair Loss • Fights Frizz • Seals Split ends • Restores Shine
ANTIAGINGHAIRTREATMENT.COM



Ashley Graham

With a 36DDD bust and a 32-inch waist, Graham is a size 14 model, body activist, and designer.

As a child, Ashley Graham was relentlessly teased about her body. When she was 22, a steamy TV ad she starred in to launch Lane Bryant's new lingerie collection was pulled from the air. But she didn't quit. **BEYOND LABELS:** In 2014, she made headlines as one of the first plus-size models at IMG, and the very next year, she delivered a TEDx talk denouncing that term altogether. "I want people to know that you should aspire to your own standard of perfection," she says. And in February of last year, she made history when she appeared on the cover of the *Sports Illustrated* swimsuit issue. **A MOVEMENT IS BORN:** Yes, Graham has used her platform as a launchpad for business opportunities, like a line of sexy lingerie with some bras that go up to 44DD. But it's her status as an activist, popularizing hashtags like #BeautyBeyondSize, that she feels most passionate about. And there are signs she's moving the needle, if slowly. While Mattel recently made an Ashley Graham Barbie doll, sans thigh gap, it didn't go unnoticed by the model that she hasn't yet been asked to walk in the Victoria's Secret Fashion Show, an annual televised display that some would say tells America what's beautiful right now. She also hasn't marched in a high-fashion designer's fashion week show—yet. "Riccardo Tisci, call me!" she jokingly says.



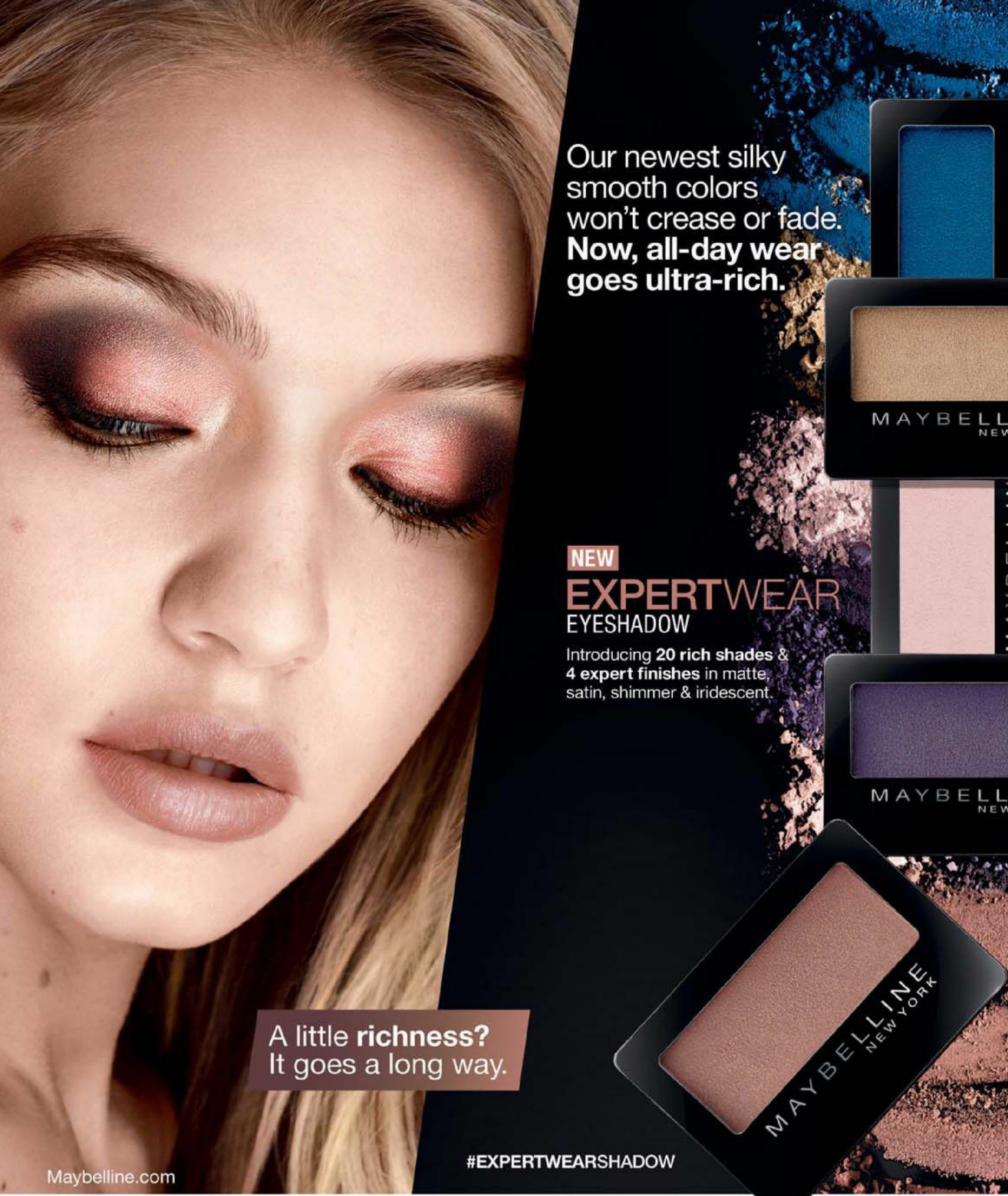
Pravana

Unicorn highlights? Silver-white blonde? Meet the hair-color company that's made it all possible—and popular.

Steve Goddard started Pravana with a single goal in mind: "Never introduce anything that's not exciting," says the former Redken executive. What followed was a line of yellow, orchid, and sky-blue hair dyes. **COLOR WINS:** Before Pravana, wild hair color was relegated to Halloween mall shops. And for good reason: It wrecked your hair and faded on impact. Goddard credits Pravana's long-lasting, minimally damaging, and, above all, vivid formulas to a team of independent chemists. **NO FILTER NECESSARY:** Then social media happened, and it was a very good thing. "Bright hair color is something that people post, they want to share, they get excited about," he says. Case in point: actress and model Ruby Rose's new magenta pixie—and her old green one (both courtesy of Pravana). **BLONDER AND BROADER:** Pravana's first tool, the Blonde Wand, speeds the lightening process and minimizes damage, allowing hair colorists to take brunettes platinum in seconds. The departure from rainbow-colored dyes felt seamless. "We are constantly looking to the next phase," says Goddard.

Pravana ChromaSilk Vivids

FROM TOP: **JASON HETHERINGTON**/TRUNK ARCHIVE; **JOSEPHINE SCHIELE**


Our newest silky smooth colors won't crease or fade.
Now, all-day wear goes ultra-rich.
NEW
EXPERTWEAR
EYESHADOW
Introducing **20 rich shades** & **4 expert finishes** in matte, satin, shimmer & iridescent.
A little **richness?** It goes a long way.
#EXPERTWEARSHADOW
Maybelline.com
MAYBELLINE NEW YORK

Demna Gvasalia

Snoop Dogg T-shirts here, houndstooth suits there. How the designer is balancing fashion and winning it all.

When Gvasalia left his job at Louis Vuitton and started a fashion collective, Vetements, with his friends, you might have thought he was crazy. Even crazier: They didn't reveal their names, send models down runways at fashion week, or do pre-collections. And they were wildly successful, especially among the young, the cool, and the people shelling out $920 for the brand's ironic Snoop tee. **FLEXIBILITY FIRST:** Gvasalia was named Balenciaga's artistic director in 2015, and critics wondered if he would send Vetements-style hoodies down the esteemed runway. Instead, his first collection included houndstooth suited separates. He attributes his flexibility to his youth. Growing up in conflict-ridden Georgia meant living a transient life. "I really had to adapt to a lot of situations within a short period of time," he told The Business of Fashion last February.



Balenciaga Spring 2017

Tokyo Stylez

The Insta-famous hairstylist is Hollywood's go-to guy for believable (or unbelievable) wigs.

Stylez, whose real name is William Jackson, started doing his sister's hair when he was nine. He read magazines and streamed YouTube tutorials. And in just a few years, he amassed a robust Instagram following by modeling nearly each and every wig he made to songs that matched them, like a waist-length curled number paired with a Beyoncé track. "Models don't know how to flip their hair the way I do," he says. **OVERNIGHT SUCCESS:** Rihanna's and Naomi Campbell's teams took notice and started requesting pieces. Then along came Kylie Jenner, a wavy blue wig, and the start of a longtime collaboration. He's since worked with the likes of Gabrielle Union and Teyana Taylor, and he has a forthcoming line of wigs with Mayvenn. But to this day, he still builds all his wigs weft by weft on a block, sometimes doing up to six in a day. "It's just hair, and you can always change it," he says.



Christian Astuguevieille

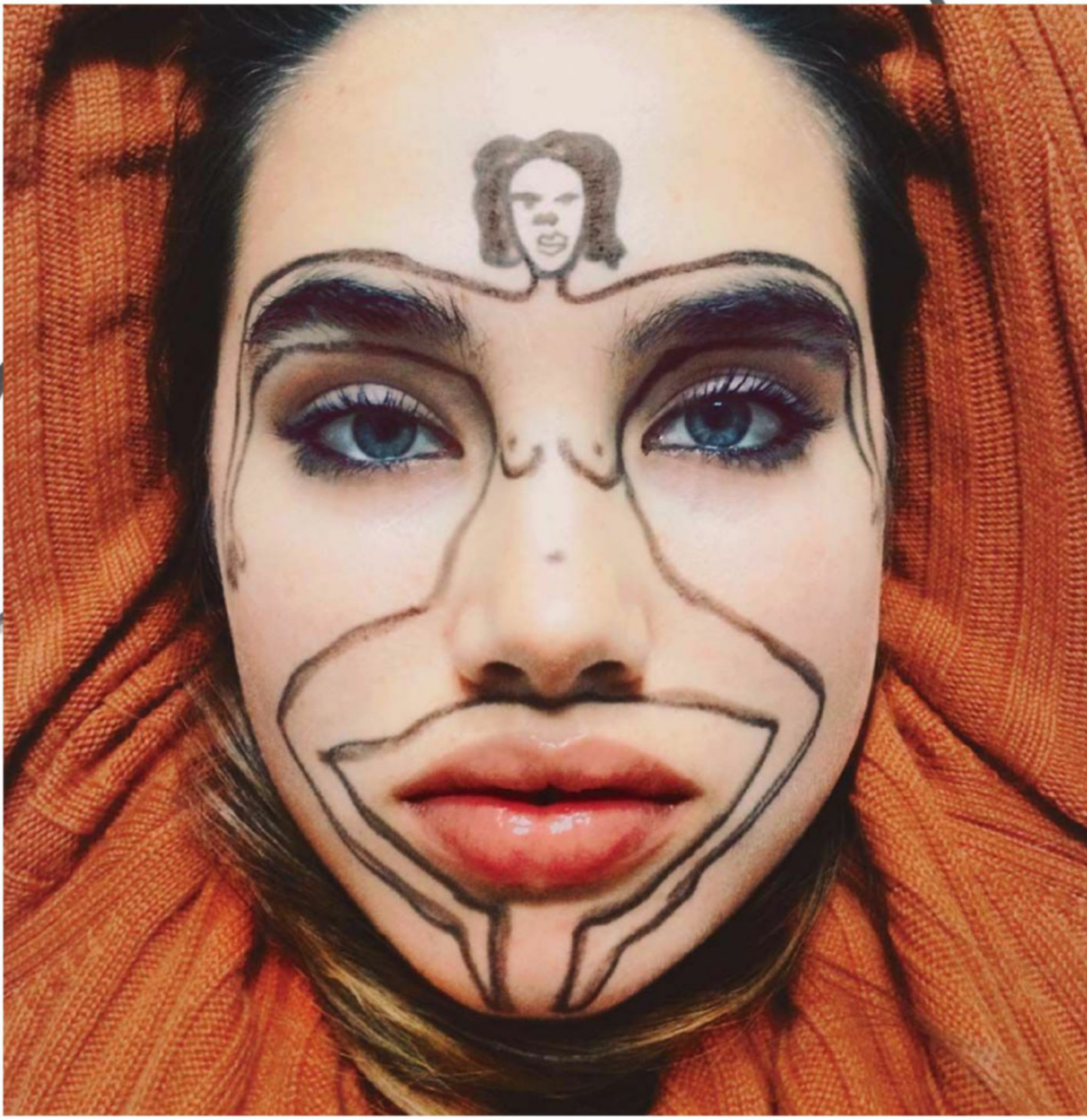
The creative director of Comme des Garçons Parfum knew 25 years ago how we'd want to smell today.

Google Astuguevieille and his fragrance career isn't even on the first page. That's because in addition to guiding creative direction of the fragrances at Comme des Garçons for the past 25 years, he's also a sculptor, a furniture maker, and a jewelry designer. **GENDER BENDER:** Astuguevieille's earliest scents—CDG and CDG2—were created neither for men nor for women. "Our objective was individuality," says Astuguevieille, who championed gender fluidity in perfumery long before the expression came into the cultural conversation. **FAKING IT:** While other fragrance houses tout the purity of their scents, Astuguevieille makes no such claim. In his own estimation, his finest achievement was Odeur 53, a blend of nail polish, metal, and air-dried laundry, which relies on "a massive use of synthetics," he says, almost giddy. "We created it with ingredients not usually cared for in perfumery."

One of Astuguevieille's most avant-garde scents: Odeur 71 Comme des Garçons, which features notes of pencil shavings and hot lightbulbs.

CLOCKWISE FROM TOP: **MONICA FEUDI**/VOGUERUNWAY.COM (2); **JOSEPHINE SCHIELE**


Our creamiest mattes.
Warmer, more sensational nudes for every skin tone.
with sumptuous honey nectar
NEW
COLOR sensational®
INTI-MATTE NUDES
10 warm shades
Go nude? We're warming up to it.
Find your perfect nude
#INTIMATTENUDES
Maybelline.com



Isamaya Ffrench

High-concept looks, girl-next-door beauty, and one very glamorous new gig. Meet the makeup artist who can paint anything—and everything.

Ffrench will be the first to tell you her career is a surprise. As an industrial-design student in London, she took a weekend job painting children's faces to make extra cash. But she was good at it. Like, really good. Word traveled, photographers started asking her to do shoots for major magazines, and before she knew it, the side job had snowballed into a full-time gig. **CONVENTIONAL AND CONCEPTUAL:** "For me, makeup is kind of like storytelling through faces," she says. She's done breathtaking girl-next-door beauty in campaigns for See by Chloé; for a Camper ad, she transformed a model into a lizard with pink lips the size of hot-dog buns. **UP NEXT:** One Mr. Tom Ford recently selected her to be the international creative artist consultant for Tom Ford Beauty. "He is a creative force I greatly admire," she says. We're guessing the feeling is mutual.

Tom Ford High Definition Eye Liner in Black and Tom Ford Lip Color in Naked Coral. Above: A look by Ffrench on Ffrench.

FROM TOP: **JOSHUA WILKS**; **JOSEPHINE SCHIELE** (STILL LIFES)

Shani Darden

The former video vixen is now Hollywood's most sought-after aesthetician.



Darden models the Deesse LED facial mask.

After a stint as a dancer in '90s hip-hop videos—she was in LL Cool J's "Phenomenon"—Darden studied under a Los Angeles dermatologist before striking out on her own. The combination of celebrity elbow-rubbing and clinical experience informs her unflappable, no-B.S. approach. **MASK FORCE:** Darden swears by the Korean-made Deesse LED facial mask. Last year, the Stormtrooper-esque creation made for a slew of star-studded Instagrams. Darden, of course, is not about that hype. She's about the enhanced collagen production: "Yes, it makes for a great picture. But the best part is that it actually works." **BACK TO BASICS:** In the more-is-more era of skin care—snail mucin, plasma injections—Darden says, "I don't like to overdo it." In a studio behind her house, she uses her low-key approach on some of the glowiest celebrities working today, including Rosie Huntington-Whiteley, Chrissy Teigen, and Jessica Alba.



ColourPop

The California beauty company's founders revolutionized fast, ethical cosmetics.

Brother and sister John and Laura Nelson inherited Spatz Labs, a cosmetics-manufacturing plant about an hour outside of Los Angeles, from their parents. For decades, Spatz made high-quality products for big-time brands—until the siblings made things interesting. They launched Kylie Cosmetics (you've heard of those Lip Kits, right?) and started the company ColourPop, a collection of richly pigmented makeup sold online at drugstore prices. **MAKING IT FAST:** At ColourPop HQ, a team of staffers refresh Instagram all day. That means if beauty vlogger Amanda Steele is trending (she is), or if Hello Kitty has a moment (she did), or if burgundy eye shadow is all over the red carpet (it was), ColourPop can have a product on its website faster than anybody else. It's the beauty version of fast fashion—and it's just getting started.

Left: ColourPop x Hello Kitty Ultra Glossy Lip in Supercute, Karrueche x ColourPop KaePop Super Shock Cheek in Flush'd (top) and Super Shock Shadow in Beverly (bottom), and ColourPop x Hello Kitty Super Shock Cheek in Coin Purse (left) and School Is Fun (right).

Shaughnessy Keely

Arch by arch, the Canadian tattoo artist brought artful eyebrow ink to the mainstream.

Oftentimes, the most innovative businesses arise from an unmet need. Such is the case with Shaughnessy Keely. When she was the manager of a Vancouver tattoo shop, customers kept asking for eyebrow tattoos—not tributes to their moms. After realizing nobody in the city officially offered the technique called microblading, the art-school student opened Studio Sashiko to fill the void in 2015. (She plans to open a new location in L.A. this year.) **PICTURE POWER:** To make eyebrow tattoos seem less scary, she started posting before-and-after shots. And people—from Hong Kong, from Sweden—liked what they saw. "It still amazes me how far someone will go for good brows," she says.



Keely keeps skin hydrated with Aesop Rind Concentrate Body Balm.

FROM TOP: THE COVETEUR/TRUNK ARCHIVE; **JOSEPHINE SCHIELE** (2)



The CURATOR

There's something thoughtful about Allison Williams's beauty stash, artful even. In fact, it doesn't seem like a stash at all. With its amphoras of liquid gold and compacts of glimmering powder almost too lovely to use, we might even go so far as to call it an exhibition—or just really pretty.



JOSEPHINE SCHIELE (2)

For product details, see Shopping Guide.

PRINTS CHARMING
Wool tops and pants by Miu Miu. Leather sandals by Roger Vivier. Gold ring by Ariel Gordon. Makeup colors: Frame & Define Brow Styler in Dark and Gen Nude Radiant Lipstick in Baby by BareMinerals. These pages: Hair, Chris McMillan of Chris McMillan The Salon; hair color, Aura Friedman of Sally Hershberger/Tim Rogers; makeup, Fulvia Farolfi; manicure, Pattie Yankee of Manibar at Ricky's NYC. Set designer: Juliet Jernigan. Fashion stylist: Patrick Mackie. Details, see Shopping Guide.



The Good Girl

She calls herself GOODY TWO-SHOES. *She wakes up every day* WILLING HERSELF *to have* MORE EDGE. *Allison Williams was ready for a change. And* GOING BLONDE *for ALLURE was just the beginning.*

By Adam Sachs Photographed by Jason Kibbler

"You can't make Funfetti cake without the box," Allison Williams informs me, cheerfully, about 15 seconds after we meet.

She doesn't cook, she says. Or: She cooks only things that come in a box with the recipe printed on the side. Which is why she wanted her wedding cake to be Funfetti cake—not a riff on Funfetti, not a winking, uppity, artisanal, pastry-chef-y *take* on Funfetti, but the thing itself, baked from the boxed mix.

"They tried to put homemade cream-cheese frosting on it," Williams says of the well-meaning caterers. "I told them they weren't allowed to make it more fancy. You can make it beautiful on the outside, but it has to be trashy on the inside."

There is, needless to say, nothing remotely trashy about Williams, outside or in. The word resists her even as she tries to claim it. "I drink dirtbag coffee," she says—but with such a grinning, winning, impossible-to-even-consider-resisting zeal that I'm immediately #teamdirtbag.

We're walking around an art space on the Lower East Side of Manhattan, and she draws my attention to a portrait in pink of Marilyn Monroe. It's notable less for its style and more for the method of its making: It was airbrushed using a repurposed asthma inhaler and pink Kool-Aid.

The picture is part of an affecting group show by incarcerated LGBTQ artists. In some cases, the work was created in secret, against prison regulations. The show, "On the Inside," at the Abrons Art Center, was conceived by Tatiana von Furstenberg, daughter of Williams's friend Diane von Furstenberg.

"I missed the opening because of work, but I've been so excited to come see it," she says, later adding, "There's a lot of overlap with the work I do around education, incarceration, and HIV/AIDS with RED in Africa."

Williams's commitment to what she calls "my extracurricular passions" runs deep. As easy as it is to roll your eyes at beautiful, famous do-gooders, in Williams's case, the altruism is

entirely genuine. Recently, she has been touring prisons while researching a documentary series "covering the span of the American education system." And her connection to Horizons National, which provides academic-enrichment programs to low-income students, began—give or take—at birth. Her grandmother taught at the school where Horizons later started; her mother was a scholarship student at the same school. Both remain active in the cause along with the rest of the Williams family, and her husband, Ricky Van Veen, who serves on the Horizons board of directors. Later this afternoon she'll be raising money for Horizons.

"That's why I'm dressy today," she says of her blazer, turtleneck, and leather skirt. Chic enough for a fund-raising call but not too flashy for a Lower East Side gallery. And what about her nails, studded with sparkly little gems?

"Oh, these?" she says, jokingly admiring her own bedazzled hands. "These were from a photo shoot I did yesterday for a magazine called *Allure*. I'm famous—did I tell you this? I should have mentioned this before."

Williams has been prepping for the spotlight since at least the age of four—when she precociously informed her parents of her intention to become an actress—and possibly even before that.

Deciding we need coffee, she graciously holds my digital recorder while I put on my coat. "I feel like I was probably handed one of these in my crib just to get used to it," she says.

Through her parents, TV producer and radio host Jane Stoddard Williams and longtime NBC newsman Brian Williams, she was exposed to the world of overexposure and, she hopes, inoculated against its common side effects, such as elephantiasis of the ego and bad manners. As a kid, she met presidents and walked on red carpets.

"I'm very practiced in coming down from something really exciting, [something] that makes you feel maybe more important than you are," she says.

She acted in school plays and went to drama camp. After summers working the bread, pesto, and mozzarella stand at the New Canaan farmers' market on Saturday mornings ("Pesto really gets in your teeth, so trying to sell things and also tasting your samples can lead to some mortifying moments"), she graduated to behind-the-scenes gigs on movie and TV sets.

But her parents forbade her from acting professionally until she'd completed college. "I was annoyed at it for, like, a second, but then I kind of leaned into the idea. The summer before my senior year in high school, I was a production assistant [PA] on *A Prairie Home Companion*, Robert Altman's last movie, with Meryl Streep and Kevin Kline. It rocked my whole world."

We've found coffee now—not of the dirtbag variety, but it'll do—at a sweet little place on Canal Street called, sensibly, Little Canal. Williams inquires about the doughnuts, but they're uppity doughnuts (passion fruit, cacao nib, dulce de leche), and she's a regular-doughnut gal.

"Anyway, I've had my doughnut today. I have a doughnut every morning. The same kind, from a street cart. Vanilla frosted with sprinkles on one half, weirdly. How hard is it to sprinkle the whole thing?"

She sets her phone on the counter and notices me noticing the case. "It's a mirror with Belle stickers on the back," she says. "I'm an adult; it's fine."

We take our coffees to the stools by the window looking out onto a gray, rainy Canal Street, whereupon we forget for a while what we were talking about and go off on a long, multitentacled tangent about Yale secret societies (she was in one, St. Elmo), semicolons ("People don't use them correctly!"), and the two people she was most freaked out to meet.

"Julie Andrews. She is, like, why I *exist*. The second is this guy named Alan Menken. He wrote the music for *The Little Mermaid* and *Beauty and the Beast*. I recognized him on a plane, which is pretty deep nerd-dom. I was too nervous to say hi, but I got his email and wrote him later. Now we're pals, and it's no big deal—he just scored my life, essentially."

We remember what we were talking about—acting!—and get back on track. What did she learn from those years of watching others do it?

"I did a lot of creepy watching, which conveniently is kind of your job as a PA," she says. "The ultimate win as a first-team PA is to be able to answer when someone asks, 'Does anyone have eyes on so-and-so?' and you're like, 'Yes, they just went to the bathroom, and now they're getting Twizzlers at craft [services]!'"

The actors she talked to over the years agreed on one thing: college first. The thinking was, she says, that otherwise "you're not going to be a full person. And you need to become a person before you can be a person in front of other people." The person most of us will recognize her as is, of course, Marnie Michaels, the judgy and harshly judged imperfect perfectionist now in her sixth and final season of *Girls*. And now we have *Get Out*, Jordan Peele's racially charged, politically savvy horror film. Williams makes her big-screen-lead debut as Rose, whose life gets extraordinarily messy when her African-American boyfriend Chris (played by Daniel Kaluuya) meets her lily-white suburban family. A horror film is a minefield of potential spoilers, so it's not safe to say much more, except that it's a role that more than satisfies Williams's desire "to flip the script about what I'm capable of as an actor," she says.

"My first thought was, This is going to be very loud, this movie," Williams says of reading the script. "It's going to make a lot of noise."

Playing on and against stereotypes, presenting a paranoid vision of racial malevolence and psychological manipulation, it's a film that feels all the more regrettably relevant post-election.

"The day Philando Castile was killed, I said to Jordan, 'I wish this could come out now,'" Williams says. "And he said, 'Well, it's depressing to say this, but it will still be relevant in February.' I remember having this kind of full-body shudder, like, *Uggghhhh*."

As to what she's doing in a horror film at all, Williams says the choice was mostly a function of her desire to challenge herself and change up the tempo after the extraordinary out-of-the-gate success of *Girls*.

"I love Marnie, but I don't feel like I need to play her a million times." As she mentioned earlier, "I wake up every morning thinking I need to be edgier." Slightly dejected if half joking: "I read very one-note. Teacher's pet,



CURVES AHEAD
Jacquard dress and belt by Sportmax. Suede sandals by Michael Kors Collection. Makeup colors: Goof Proof Brow Pencil in 2, They're Real Push-Up Liner in Beyond Brown, and They're Real Double the Lip Lipstick & Liner in One in Lusty Rose by Benefit. Details, see Shopping Guide.



Circa 1998

Childhood photo "This is a picture of me in Montana on the back porch of our cabin. We got married in Wyoming. I really am at my most peaceful in this part of the world."



2011

At a benefit in New York City "This is me singing at Alice Tully Hall with the [Yale] Whiffenpoofs. I sang in college. People expect you to be able to sing at any moment—it's terrifying."



2012

With Lena Dunham at a charity event in Culver City, California "This was right around the Emmys. I'm wearing an American Apparel dress. It's seersucker—when you're from Connecticut, you get to wear seersucker for the rest of your life."



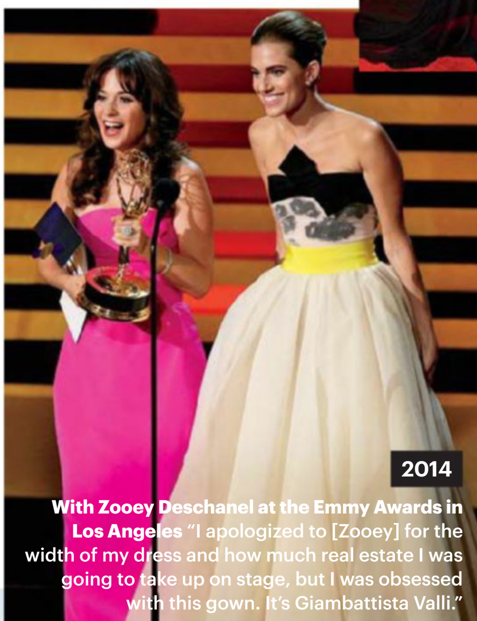
2013

At the Met Gala in New York City "This was edgy for me, but I kind of wimped out about the hair. The dress isn't as complicated as it looks. It just zips on. I worked on it with [designer] Joseph Altuzarra, who's very talented. I should have committed with the hair."



2014

At the Golden Globes in Beverly Hills "I'm in Alexander McQueen. I'm told these feathers were picked up off the ground. No birds were harmed."



2014

With Zooey Deschanel at the Emmy Awards in Los Angeles "I apologized to [Zooey] for the width of my dress and how much real estate I was going to take up on stage, but I was obsessed with this gown. It's Giambattista Valli."



2014

In a promotion shot for *Peter Pan Live!* "This was a rough day because for some of it I was in the harness. I was in a ton of pain that day. Plus the wig got very uncomfortable."



2015

With Ricky Van Veen at Brush Creek Ranch in Saratoga, Wyoming "I was wearing Oscar de la Renta.It was the best day. But no one says that about their wedding."

2016

With Lena Dunham at the Blossom Ball in New York City "Here I am growing out my bangs—which is, for the record, very, very awkward."





2016

With Doug Williams "This is Moxie and my little brother. He's a sportscaster. I've had women take photos of [Moxie] to show to their colorists."

FOR PHOTOGRAPHERS' CREDITS, SEE CREDITS PAGE.

Goody Two-shoes. I'd hate to be annoying. Who wants to see movies with someone annoying in them? But it's hard for me to paint myself as anything but whatever it is I come across as—which is pretty together. It's not that I'm hiding stories about being drunk on Sunset Boulevard or something. It's just genuinely how I'm wired, and it's why I was right to play Marnie—because I do want to do everything right and in the best way possible. And abandoning perfectionism was a real struggle that I had to go through when I realized it's not possible. But I'm a big note-writer, a big gift-giver. It's how I'm wired, and it's so boring and annoying."

And here's the part where the charmed writer must stand up for the charming actress and proclaim in print and for the record: Reader, she's not boring. Nor does she fit that beautiful imaginary tribute of so many well-meaning celebrity profiles: "normal." Williams has led an interestingly abnormal life. To her credit, she's not deformed by fame or self-regard. But she also doesn't waste a lot of breath trying to pretend to be an everywoman. She eats street-cart doughnuts, but her assistant picks them up for her. "It's relatable, right?" she jokes. "Everyone has an assistant who brings a doughnut to them in the morning?"

It's almost time to go talk to the bank people to raise money for education. "The fact that I'm working on all these other things means that I'm not spending my spare time in a spiral of anxiety. Because ten milligrams of Lexapro is not enough to keep me sane about the amount of worry that I have about all of it. It feels much better to work tirelessly on all these other things that are kind of unsolvable and thus deeply satisfying than to just sit somewhere and think, How do I harden myself publicly? How do I make myself seem edgier when I truly lead an un-edgy life? I mean, then I got married, and now I have this dog who's perfect. It just gets worse and worse." The Uber SUV arrives. The driver is either not a *Girls* fan or too polite to say anything.

"I don't want to be any more interesting than I am," she continues. "I love the life that I get to live, which is one of real independence and privacy and autonomy. And I get to experience the city in a way that—if I may name-drop for a second—someone like Katy Perry, who's a really good friend, doesn't get to. She doesn't get to do what we just did. That's not a universe she can experience anymore."

I'm struggling to imagine a universe in which Katy Perry is bummed about not having coffee with me on the Lower East Side, but I take her point. We talk about her going blonde for this story. I gently accuse her of being a traitor to her roots (pun intended).

"I think if I'd used my middle name professionally—Howell Williams—I'd have a totally different career. I'd be an indie darling. I'd be fighting with Greta Gerwig for parts," she says. "I'd have gone blonde earlier."

But Williams is herself, comfortably so. An energetic actress possessed, so she claims though I can't see, of two different-size eyes ("This one is a little later to the party"), a breakout TV series almost behind her, and a promising film career ahead—and enough extracurricular interests to keep her from losing her head along the way.

The SUV crawls through rainy Manhattan traffic. She mentions that one of her life goals was to see the bonobos of the Congo up close, something she was able to do recently during a trip to Africa. Now the topic turns, somehow, to one of her focuses at Yale, anthropology, and Williams is talking to me about "Lucy, *Australopithecus afarensis*" and the freaky sex life of bonobos.

"Oh, God, how did we get on this topic?" she says. "This is what it's like to live in my mind. This has been a weirdly representative tour of my brain, which goes from prison to education to my job, then onto the great apes and anthropology." She smiles. "We'll see where it's gonna go next."

Check out the many talents of our March cover star at **allure.com/allison-williams**.

BEAUTY CORNER

Even Allison Williams had an awkward phase. OK, fine, it was brief, but it still makes us feel better.

You used to wear a fake beauty mark. "Oh—this was so not a habitual thing! It was a little flair I added for myself on occasion. I am pretty sure I used my mom's old eyeliner. So there was zero chance of it looking good but a 200 percent chance of it making me feel like a real classy lady."

What's the best beauty advice you've ever gotten? "I ask nonstop questions of hair and makeup people whenever I work with them. One thing that comes to mind is something my makeup artist Gianpaolo Ceciliato told me, which is that you shouldn't curl your lashes after putting on mascara, because it can break them more easily."

We all make beauty mistakes. What was yours? "Every time I pick at my skin or pop a zit on my own, it's a mistake. And yet I don't think I'll ever stop."

How do you feel about seeing yourself blonde? "I like it! Especially this blonde—it feels like it is just a new twist on the same old me. It's just hair! But it's fun. Maybe I'll become this gorgeous bombshell vixen. Or maybe I'll still just be the adult-spelling-bee spirit I've always been. I bet people won't recognize me, and that's gonna be a fun reveal with my friends."

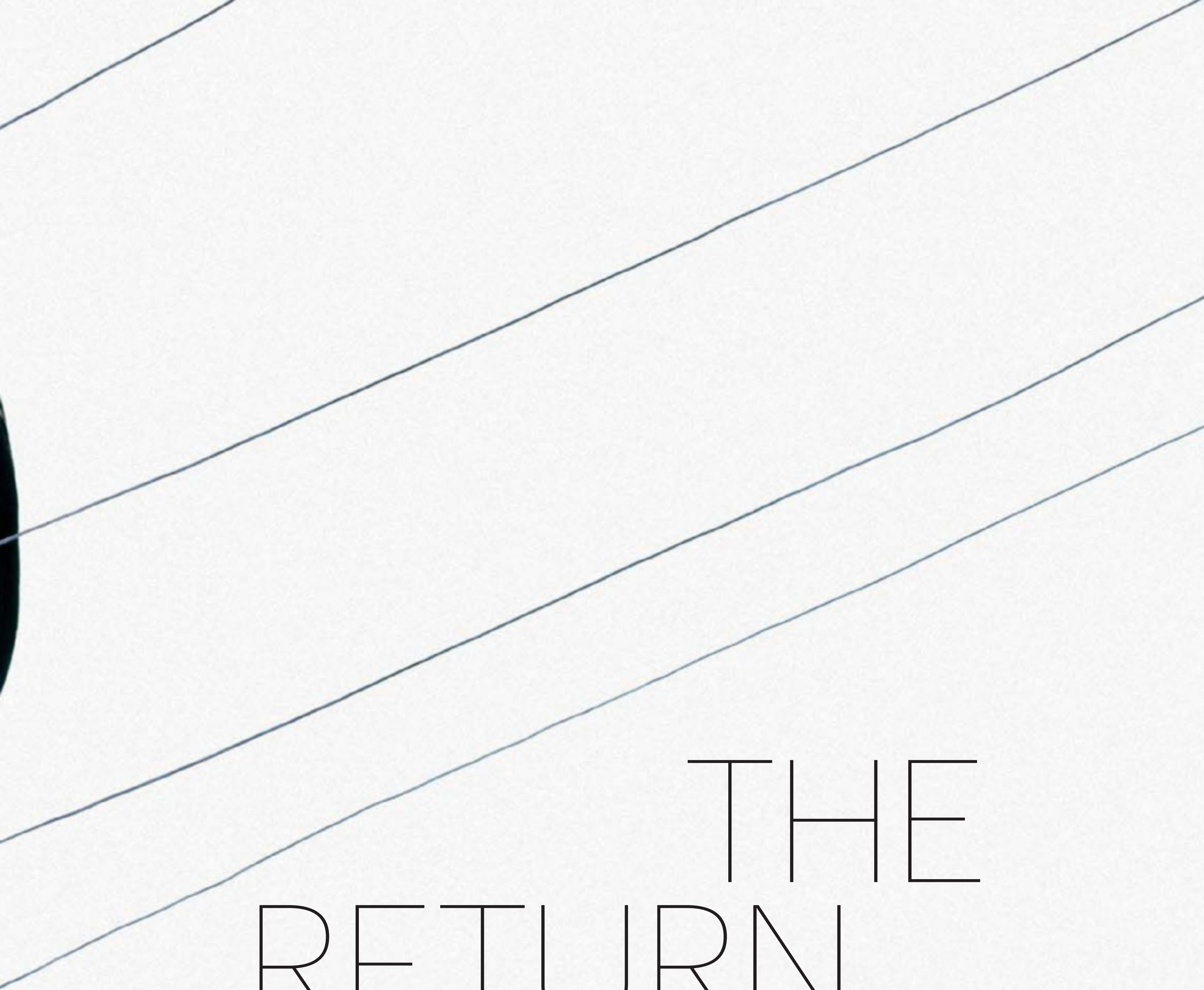
You seem comfortable with liquid liner—a product that stumps a lot of us. "Here's what I do: Do the rest of your eye shadow prior to doing the liner. I love the Shiseido Automatic Fine Eyeliner, because you can pump a little bit of the color onto your hand and use it as an inkwell for the brush. Because I'm left-handed, I'm a little ambidextrous, which makes eyeliner so much easier."

Have you ever had skin issues? I was breaking out with cystic acne a few years ago while filming *Girls* and had to go on Accutane to get it under control. Luckily, Accutane took care of it really quickly. I know that Accutane can be controversial, but I loved it so much that I really didn't want to go off it. I still break out from time to time, but it's almost always hormonal. My awkward phase was over by the time I hit ninth grade. It was fast and furious."

Any selfie advice? "Let's all take fewer photos of ourselves."

—ELIZABETH SIEGEL





THE RETURN *OF THE* FACE-LIFT

Lasers and needles are serving as gateway drugs to the mack daddy of all anti-aging interventions. And advances in the old-school surgery have made it a much more appealing process—with much more natural-looking results.

By Jolene Edgar

BAARDE LUNDE/TRUNK ARCHIVE

Toxins, fillers, lasers—they've comprised the bulk of the beauty world's breaking news since the dawn of Botox for cosmetic use. And for good reason: Line-smoothing shots (Botox and now Xeomin and Dysport) and contour-restoring hyaluronic acid fillers (like Restylane and Juvéderm) are pretty freaking miraculous. And remember when we heralded the arrival of skin-tightening treatments, like Thermage and Ultherapy? Sharpen a jawline without a single prick!

But against this backdrop of flashy nonsurgical breakthroughs, a veteran anti-ager has been quietly rising up. More people—over 28 percent more—got face-lifts in 2015 than in 1997 (five years before the birth of Botox), according to the American Society for Aesthetic Plastic Surgery. Turns out, all those quick shots and no-downtime lasers haven't nudged the surgery closer to extinction. They've actually brought it out of the shadows. Noninvasive treatments "have de-tabooed plastic surgery by letting people dip a toe in the waters of this world," says Marc Zimbler, an assistant clinical attending professor of facial plastic surgery at NYU Langone Medical Center in New York City. And soon they're ready to jump off the diving board.

It helps, of course, that the face-lift has enjoyed a makeover of its own in recent years. "Twenty years ago, the surgeon who did the tightest face-lift was considered the best," says David Rosenberg, a facial plastic and reconstructive surgeon in New York City. Not so today, as significant advances are helping surgeons achieve far more natural-looking results while minimizing scarring and downtime. That's even piquing the curiosity of fortysomethings who've experienced the limitations of nonsurgical tools—namely, their inability to transform the lower face and neck in a meaningful way.

Techniques like Thermage and thread lifts can raise skin by a millimeter or two, and fillers that lift and swell the skin can take up a bit of slack, "but they're not going to replace a face-lift," says Paul Jarrod Frank, a clinical assistant professor of dermatology at Mount Sinai Hospital in New York City. "I'm not going to load someone up with filler and turn her into a Cabbage Patch Kid just to make her skin a little tighter." And noninvasive neck procedures effective enough to stave off surgery just haven't kept pace with face-focused ones, notes Karyn Grossman, a dermatologist with offices in Los Angeles and New York City.

Now let's get down to brass tacks.

WHAT CAN—AND CAN'T—A FACE-LIFT FIX?

The face-lift's main goal is to remedy laxity in the lower face and neck, not to erase every little flaw. With age and the hormonal upheaval of menopause, the skin slackens and its underlying support system of fat and muscle collapses, ushering in droopy cheeks, an ambiguous jawline, and a neck marred by wattle and bands—all of which "can be mostly or completely corrected with a face-lift," says Lawrence Bass, a clinical assistant professor of plastic surgery at the Manhattan Eye, Ear and Throat Hospital in New York City. Nasolabial folds, the parentheses offsetting the mouth, may also look a bit better after surgery but probably won't disappear entirely, he explains. Tugging that area enough to iron out deep creases can distort the mouth into a telltale Joker smile.

While the face-lift does bolster and reshape flattened cheeks, it doesn't address hollows or the tone and texture of the skin. Things like brown spots and fine lines around the mouth will persist, says Haideh Hirmand, a clinical assistant professor of plastic surgery at Weill Cornell Medical College in New York City. Which is why many surgeons now routinely perform laser treatments and fat transfers directly following surgery—right after skin is stitched closed, while you're still under anesthesia—stacking the downtime for the freshest result. The standard face-lift also ignores the upper face completely, furrows and crow's-feet included. You can tack on a separate yet simultaneous eye job or brow lift for an added cost.

WHAT ADVANCES HAVE BEEN MADE?

Many—starting with a biggie: the depth of treatment. Rather than simply pulling back and cutting away lax skin, surgeons now lift and reposition underlying muscles. "The skin-only lift of the past produced immediate results, but given the skin's remarkable ability to stretch, the benefits lasted only about four or five years," explains Konstantin Vasyukevich, a clinical assistant professor of head and neck surgery at the Albert Einstein College of Medicine in New York City. To compensate, "surgeons overpulled the skin, creating that wind-tunnel look," he adds. Today, doctors use sutures to tighten either the connective tissue enveloping the muscles of the midface and neck (a so-called SMAS, or subcutaneous musculoaponeurotic system, lift) or the underside of the muscles themselves (a deep-plane face-lift). This allows surgeons to redrape the skin without stretching it to freaky effect. Changing the direction of the lift—pulling up as much as back—also contributes to a less pinched appearance. The old-school horizontal hike could betray a face-lift by giving "a weird, winged look to crow's-feet and neck lines," says Dara Liotta, a facial plastic and reconstructive surgeon in New York City.

Surgeons have also mastered the nuances of replicating facial anatomy. "We now know exactly how much skin we need to lift up and which specific tether points [of the musculature] we have to snip to boost everything into place in a very focused way," says Bass—meaning without taking apart the entire face and causing massive swelling and bruising. Some surgeons also use energy-based devices that help firm and lift the skin and melt unwanted fat during surgery, "so we can do less cutting and really limit bruising to just around the ears," says Julius Few, a clinical professor of plastic surgery at the University of Chicago Pritzker School of Medicine. Doctors also cater to our collective intolerance for downtime by offering partial lifts—mainly to younger (mid-40s to early 50s) people who've used lasers and injectables over the years. With her "jowl lift," Hirmand can

fix the neck and jawline while sparing the face, easing patients' anxiety over looking different and shaving about a week off their recovery. In Rosenberg's office, the midface lift is hugely appealing to fortysomethings without neck issues, who just want to redefine their cheeks and jawline. He did 38 of them in 2015, compared with only 17 the year before.

More-discreet scars are a happy by-product of these advances. Those with a considerable amount of loose skin, however, may still require traditional incisions, which travel from the temple down along the front of the ear—or sometimes inside the ear—then around the lobe and up the back of the ear and into the hairline. Though no small thing, "they tend to heal really well and can be tailored to the individual, so they're almost completely hidden in the hair or creases of the ear," says Liotta.

WHAT ABOUT RECOVERY, COST, AND UPKEEP?

Count on surrendering between $12 and $40 grand (depending on the surgeon and the scope of the procedure) and being out of action for anywhere from one to three weeks. Doctors generally urge patients to hire a nurse for the first night to provide around-the-clock icing and emotional support. "You have wrapping all over your face; you look swollen and crazy," says Liotta. "It's worth it to have a professional reassuring you that everything is normal and you're going to be fine." While doctors do prescribe painkillers, patients report feeling mostly stiff and uncomfortable. "The face-lift is maybe a two on the pain scale," says Bass, whereas a tummy tuck or C-section would rank an eight.

The smooth, sculpted results of a good face-lift will generally last 10 to 15 years, but "the neck, because it's the most mobile area, may start to give way sooner," says Few. "I have patients from 15 years ago coming back now for tune-ups. But many are opting for nonsurgical fixes because they still look better than they did when they originally came in." Then there are those who got a lift in their 40s and are signing up again 20 years later, says Bass, noting that face-lifts done on younger skin—"that hasn't yet lost all of its elasticity"—tend to last the longest.


GETTY IMAGES

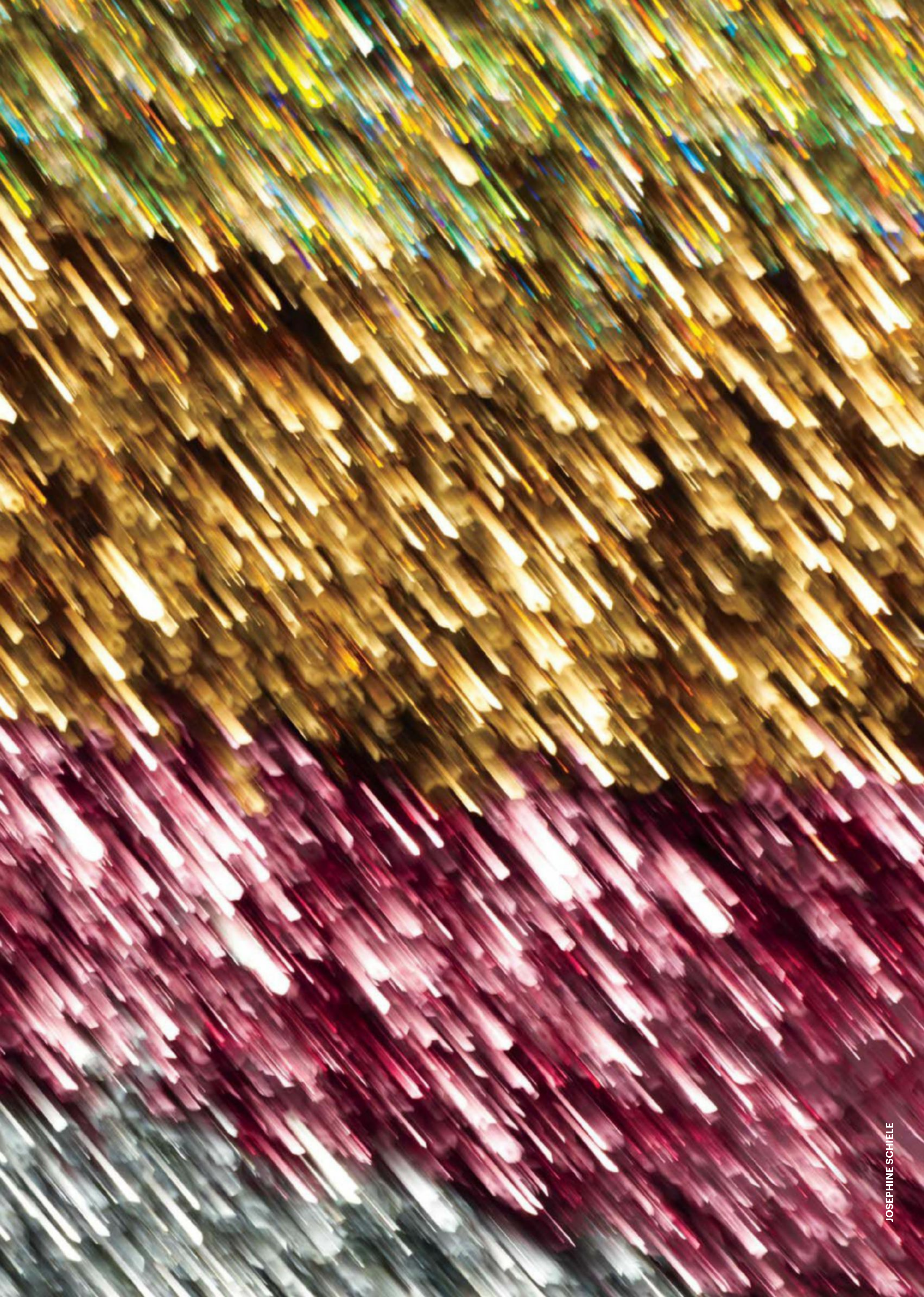
A PATIENT'S TALE

"I'M NOT SHY ABOUT SURGERY," **says Amy*, a 49-year-old nurse. "I work in an OR, and I've had elective procedures in the past—a nose job, a boob job. I've gotten lasers and peels, Botox and fillers. Still, I was very hesitant to have a face-lift. I worried about looking completely different or like a superpulled old lady. I wrestled with the decision for about two and a half years. The thing that finally spurred me on was seeing a picture of myself taken by my 11-year-old daughter. It showed off my neck in the worst way and made me very self-conscious. After that, I was like, I'm just going for it. I was 48—and had just signed my divorce papers.**

"The day of my face-lift, I got myself to the doctor's office at 8 A.M. and planned to have a friend pick me up around 2 P.M. When I woke from surgery, I was still pretty sedated and wasn't in any pain. I threw up from the anesthesia on the car ride home but felt fine after. Since I am a nurse, I didn't find it necessary to have a professional with me that first night, but I did ask a friend to stay over just to keep me company. Sleeping on my back with my head propped up on three pillows got old fast. And repeatedly getting out of bed for ice—I was icing for days—that was kind of a pain in the ass. My doctor prescribed Percocet, which I took for the first two days to help me sleep, but I really wasn't in any pain postprocedure, just uncomfortable. I'd had some laser work done under my eyes during the surgery to even my skin tone, so that area was especially swollen and oozy. My incisions were weepy, too. But the hardest and most stressful part was not knowing what I was going to look like. I was all bandaged up and scarily swollen. My eyes were slits. Did you ever see that *Twilight Zone* episode where the woman wakes up with wrappings around her face, and when she takes them off, she looks like a totally different person? For days, I kept thinking, Holy shit, that's gonna be me!

"But it wasn't. I healed really fast and was out running errands four or five days after surgery. And I looked so natural—like myself but more defined. Now the laxity in my jawline is gone. My neck is smooth but not at all fake-looking. And with the exception of the one or two people I told, nobody seemed to notice I'd had anything done—not even my ex-husband. My daughter was away at camp during my surgery, and when she came home, she never said a word. I have scars around my ears, mostly hidden in the folds, but really, my face looks so good, I don't even care. And the little things that used to irk me about my appearance, like the lines across my forehead, don't bother me anymore. I haven't had any injectables since my surgery. My forehead does what it does naturally, and it doesn't make me look older. I look so much better, and I feel freer and more confident. I'm online-dating, and I don't Facetune my profile pics anymore. And when my daughter plays photographer, I don't feel the need to hide my chin or neck. To me, the face-lift was absolutely worth the $12,000 and two weeks of recovery. I'd do it again in a heartbeat."

***Not her real name.**



JOSEPHINE SCHIELE

Imagine

a fantastical realm
where ***liquefied rubies***
glide across the lips,
shimmering gold
skims the skin,
and the faces of mortals morph
into the ethereal.
This is what it is to be inside
the ***world*** *of*
legendary makeup artist
Pat McGrath.
A world in which senses are heightened,
dreams are realized,
and ***muses*** *transform,*
if only for a moment,
into goddesses.

BY LIANA SCHAFFNER

You've sailed past the velvet rope and start down a dark corridor, feeling along the wall for balance. The sound of live music grows louder, pulsing in the floor and echoing up your calves. Finally, the narrow hallway opens wide and ejects you into the middle of a party. Your eyes barely have time to adjust to the dim light before something flashes in your peripheral vision. It's a model with a mosaic of pink crystals and sequins glinting on her face. Another soon swans by, cerulean latex painted from lashes to brows. Next you spot Rihanna, who's arrived fresh from a magazine shoot; a golden starburst encircles her eye and trails down her cheek in metallic rivulets. And everywhere there's transcendent skin—glowing to the point of incandescence, as though plugged into an LED light. This is a galaxy of stars, a world of extreme tones and textures. Welcome to the world of makeup as seen by Pat McGrath.

McGrath is the beauty industry's most creative, most coveted, and most prolific makeup artist. Using exotic materials like feathers, gold leaf, pearls, and leather, she transforms models into surreal beings, and catwalks into otherworldly realms—usually wedged somewhere between Versailles and outer space. McGrath masterminds the beauty looks for roughly 80 fashion shows each year, always maintaining a serene presence backstage. Her famously all-black wardrobe keeps her visually removed from the chaos of partially dressed models and racks of clothing that create a sense of unspooling for the unaccustomed observer. She calls people "darling" and marshals an army of assistants, reacting calmly whenever someone on her team applies a layer of foundation or a red lip that doesn't quite pass muster—meaning we have not yet arrived at perfection.

A keen, laser focus is how McGrath keeps her cool in this dizzying environment. "I have to pretend that no other world exists, or I'd go crazy," she says. But outside the fashion show, or the magazine shoot, or the ad campaign, McGrath has a wandering gaze. She's always in search of inspiration. And these days, she's discovered it in an eclectic group of models whom she refers to—in the superlative language of the artist—as her muses. "They are their own women, representing a mix of ethnicities, sizes, and backgrounds," says McGrath of this exclusive club, which includes a thoughtful young writer, an Instagram sensation, and the most famous supermodel on the planet. "They allow me to experiment and create the looks I dream of in my head." Grouped together for an early-morning photo shoot, with the sun forming tepid bars of light on set, these models provide a hazy glimpse into that very head, offering a clue to McGrath's creative psyche. She is an artist without a type. She's not interested in reaffirming her vision, only in challenging it.

And while she's at it, McGrath would like to challenge everyone else's notion of beauty, too. This is the premise of the namesake line, Pat McGrath Labs, that she (finally) launched a year and a half ago. "I want to change how people think about makeup, and disrupt the status quo," she says. The five collections that she's created so far certainly achieve this goal. Eye shadows that flake like gold dust, lipsticks so shiny and pigmented they smack of latex, and highlighters that give skin a holographic glow have presented a bold alternative to the safe neutrals that form a unity of beige across beauty aisles and makeup counters. And it's a look that women are not only willing to experiment with but actually racing to try. McGrath's first collection, Gold 001, sold out on her website in six minutes and six seconds. Her more recent launches have made their way to Sephora—the Skin Fetish highlighters were gone within a couple of weeks.

If you can ignore (for a split second) the crazy popularity of McGrath's products, you'll find that her makeup also possesses built-in sanctity—an unusual concept for such a temporary medium. "I try to keep it on all day," says Jasmine Sanders, a model and McGrath muse whose 2 million Instagram followers know her as Golden Barbie (and with skin and hair that suggest creamed honey, the handle isn't exactly hyperbole). "My boyfriend laughs at me because I sleep on my hands, trying not to ruin it." That sentimental feeling also extends to McGrath. In fact, the one characteristic that all of McGrath's muses seem to share is their reverence for the woman herself. Each describes her in glowing terms, as if she can't quite believe that the master's gaze has settled on her. "It's an honor to be involved with these products. I would do anything for Pat," says Sanders, whose eyes look remarkably wide and earnest, even though they're laden with glimmer and defined by a stiletto-ish flick of liner. She's a social-media force and models for top designers. But right now, at this moment, she's just another girl, happy to be invited to the party.

JASMINE SANDERS

When you're known in the fashion world as Golden Barbie, glowing like a precious metal is almost a professional obligation. "If I can get any more golden, I go for it," says Sanders, who dazzles in this sparkling bronze eye shadow from McGrath's Metalmorphosis 005 collection. Whether she's walking Paris runways or vacationing in Mexico with Kim Kardashian West, Sanders radiates warmth—a magical effect that McGrath is famous for re-creating with makeup. Golden Barbie also happens to be a real doll: "Introducing my mom to Pat was such a huge moment for me. My mom's a makeup artist. I cried."

PHOTOGRAPHED BY EMMA SUMMERTON



Lamé dress from Preen by Thornton Bregazzi. Earrings by Oscar de la Renta and Sanders's own. These pages: Makeup, Pat McGrath; hair, Raquel Martuscelli; manicure, Jin Soon Choi of Jin Soon Natural Hand & Foot Spas. Fashion stylist: Natasha Royt. Details, see Shopping Guide.





NAOMI CAMPBELL

Campbell has inspired so many artists, designers, and photographers that the supermodel is in a category all her own: She gets to decide who can claim her as a muse. McGrath is part of that small, elite circle. "We've worked together since the mid-1990s, and she inspires me in ways I've never imagined," says McGrath. "There is no one like Naomi." McGrath has always taken the same approach to Campbell: perfecting her complexion with minimal makeup, which allows her skin to peek naturally through. Here, a layer of vermilion glitter from McGrath's Lust 004 collection creates an extravagant effect on her lips and an allover glow.

Go behind the scenes with Campbell and McGrath on the set of our photo shoot at allure.com/naomi-pat.

Lace dress by Dolce & Gabbana.
Hair: Dante Blandshaw.
Details, see Shopping Guide.

All That Glitters

When Pat McGrath sent models onto Prada's spring 2016 runway with lips coated in molten gold, a frenzy began to brew. A few days later, she was in the Jardin des Tuileries during Paris fashion week, painting the 24-karat liquid-powder onto the lips and lids of her model friends (Bella Hadid, Lily Donaldson), not to mention a few Parisian passersby. A makeup phenomenon—and Instagram sensation—was born. When Pat McGrath Labs Gold 001 was finally available to the public a month later, it sold out in 366 seconds. It's been followed by four more collections: Phantom 002, a collection of jewel-tone pigments; Skin Fetish 003, two highlighting kits that replicate the famously luminous skin McGrath has created backstage for decades; Lust 004, three lip kits that all include (of course) gold pigment and loose glitter; and Metalmorphosis 005, pigments in gold, silver, copper, and bronze. Though quantities have increased, the products—always packaged with hundreds of sparkling (and highly Instagrammable) sequins—still disappear quickly...in weeks, if not seconds. But we suggest you keep an eye on McGrath's social channels for news of old favorites making a return early this year.



JOSEPHINE SCHIELE


▲Highlighter
PAT McGRATH
Golden Shiny
▼Balm



Lace top by Zimmermann. Bra, underwear, earrings, and necklace, Elsesser's own. Details, see Shopping Guide.



PALOMA ELSESSER

Elsesser has the sort of creamy, hypnotic complexion that holds a person's gaze—and guides a makeup artist's touch. "Her face is the ultimate canvas," says McGrath of the model and writer. "She's a hard-core beauty." McGrath uses a shimmery gold stick from her Skin Fetish 003 line to accentuate the high points of Elsesser's face, creating what the model calls "rich baby skin." A dramatic swoop of liquid liner anchors all that incandescence. "I'm happy to sparkle like a glazed disco ball," says Elsesser with a laugh.

To see original McGrath looks on three more of her gorgeous muses—Hailey Baldwin, Ruby Aldridge, and Mallory Merk—go to allure.com/pats-muses.



A LETTER TO THE YOUNG WOMEN OF 2017

As access to birth control becomes an increasingly fraught issue, one writer reflects on what the world looked like before—and what it could look like again.

By Lindsy Van Gelder



ELISA RIEMER



IT WAS THE SUMMER OF 1963,

Martha and the Vandellas' "Love Is Like a Heat Wave" blasted from every transistor radio on the Jersey Shore, and truer words were never sung. Without planning to, I lost my virginity under a beach blanket late one afternoon.

I was 18; he was 19. Our dicey method of birth control (withdrawal and fingers crossed!) was superior to those employed by plenty of other teenagers at the time, like my friend whose accoutrements of choice were Saran Wrap and Coca-Cola. Guys could get someone who looked old enough to be married to buy them condoms; the fad was to keep one in your wallet, creating a studly bulge while it deteriorated in its leather sandwich.

In most states, contraceptives couldn't be advertised for their actual purpose—they were marketed as "hygiene." I'll say again: This was 1963, not 1863.

A year and a knuckle-biting late-period scare later, I had a new boyfriend. I was going to college in New York, and I was determined to get a prescription for something people mysteriously called…the Pill. The Pill wasn't perfect; women in Puerto Rico had been used as guinea pigs during its testing phase, and some experienced side effects—most notably an increased risk of blood clots. And procuring it was a little like scoring drugs. I discreetly asked around, and a friend gave me the name of a doctor in Manhattan who was reputed to be sympathetic. Per my friend's instructions, I lied and said I was 21 and engaged to be married soon. It worked, and my life as an autonomous adult thus began.

By the time I was having sex, the American birth control movement had actually been around for half a century. Planned Parenthood founder Margaret Sanger and her sister Ethel Byrne opened the first birth control clinic in the United States (in Brooklyn) in 1916, in defiance of laws that forbade even telling another person where to obtain contraception. After she was arrested and convicted, Byrne was sentenced to serve time in a workhouse, where she went on a hunger strike and was force-fed. At Sanger's trial, her lawyers argued that what she was doing was justified because her clients feared dying in childbirth. The judge, in 1917, ruled explicitly that women did not have "the right to copulate with a feeling of security that there will be no resulting conception."

I was lucky I wasn't in Connecticut, where birth control was illegal even for married couples until 1965, when the Supreme Court, in *Griswold v. Connecticut*, ruled that contraception was a matter of marital privacy. It wasn't until 1972 that the court extended the right to single people. That case involved an activist, William Baird, who handed a condom and a pack of contraceptive foam to a 19-year-old female Boston University student. His act was a felony in Massachusetts not only because she was unmarried but because he wasn't a doctor or a registered pharmacist.

I am wondering if any of these facts surprise you. My younger friends seem to know all about back-alley coat-hanger abortions before *Roe v. Wade*, but not so much about the simultaneous struggle for access to birth control.

Although I later discovered that a number of women I knew (including both of my grandmothers) had illegally terminated pregnancies, I would not have had the faintest idea of how to find someone to perform an abortion in 1963. It would have been like trying to find Banksy or Anonymous today. Where would you even start? There were rumors at my college of some kindly old doctor somewhere in Pennsylvania who could help you out, but to track him down would have entailed following every kindly old man around town, sussing out whether he carried a black doctor's bag, and then asking him if he would perform an abortion. While hoping he wasn't a cop. If you hadn't used birth control or your birth control had suffered wallet death, an unwanted pregnancy usually meant shame and scandal, dropping out of school, and having a child. Several friends of mine who got pregnant in that era and couldn't procure abortions gave up their babies for adoption. Most of the pregnant girls I knew had to get married, including one who was knocked up at 17.

This dynamic was the inescapable backdrop of male-female relationships in that era: Even if you ultimately never conceived, becoming heterosexually active meant understanding that the best possible outcome of your desire might be a man graciously putting a ring on your finger in order to save you from public shame, a few clicks removed from a scarlet letter. It was not a recipe for fearless passion between equals. Safe, reliable birth control for women drastically changed the equation.

Much later, I would look at all these things through the lens of feminism. *The personal is political. Keep your laws off my body. My body belongs to me (but I share).* (This last one I had on a T-shirt.) But at the time, we lacked the language to look at the big

picture and see that some things happened to women because we were women. At the time, I was focused on the personal: I really, really wanted a career in journalism, and it would have been hopelessly thwarted if I were a teenage mother.

I had been on the Pill for four years when I first encountered the fledgling women's movement… and inadvertently invented bra-burning.

Birth control had not solved all my problems. I had married boyfriend number two, graduated from college, and been turned down for a job as a reporter at a newspaper after the interviewer grilled me about what contraceptive method my husband and I were using—and then shushed away my reassurances with the suggestion that "a pretty little thing like you ought to be home having a baby every year." I subsequently worked as a reporter at a wire service, left my husband for boyfriend number three, and in the summer of 1968 was hired by the *New York Post*, which was then a punchy but liberal paper. It was my dream job.

A few weeks later, the city desk received a press release from a group of women who planned to picket the Miss America pageant in Atlantic City. They also wanted to light a fire in a "Freedom Trash Can" on the boardwalk and toss in girdles, corsets, bras, high heels, hair curlers, *Playboy* magazines, and other symbols of enforced femininity. It's hard to convey nearly a half century later how bizarre this seemed. "The Sixties" were exploding, but not for women. Our new freedom to avoid pregnancy, for example, had devolved into an expectation of constant sexual availability; a meme of the day, as counterculture guys burned their draft cards and refused to fight in Vietnam, was that "girls say yes to boys who say no."

In mainstream America, meanwhile, the pageant was revered. Prancing around in a bathing suit and stilettos was an admirable life path for girls, the equivalent of a boy knowing he could grow up to be president. (My uncle had tried to persuade me to go for the Miss New Jersey tiara.) My editors sent me off to write a humorous article about these deluded protesters.

But everything they said made absolute sense to me. Equal rights? Not being judged solely by rigid beauty standards? Ding, ding, ding. In what we would now call intersectionality, they also linked the pageant to the unpopular Vietnam War (the reigning queen's duties included entertaining the troops) and the fact that there had never been a black contestant. I was determined to take the protesters seriously.

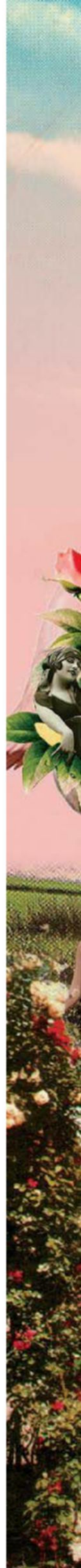
The lead of my article thus compared their bonfire plans to the noble torching of draft cards. "Bra-burning" was more alliterative than my other choices, and I went with it. In fact, the demonstrators couldn't get a fire permit, as it turned out, and—small bit of history here—no bras were ever actually burned. The headline writer picked it up, as did every other media outlet in the days that followed. No one much concentrated on draft-card burners or politics in general. Feminism was suddenly mostly about underwear. Or jiggly boobs. A myth was born.

DEMONSTRATORS COULDN'T GET A FIRE PERMIT, AND—SMALL BIT OF HISTORY HERE—NO BRAS WERE EVER ACTUALLY BURNED.

Over the years, I've seen that just about every sexual decision a woman might make can be commodified, vilified, or reduced to a cartoon—whether it's bralessness, liking to wear makeup and fuck-me shoes (or not), girl-on-girl action, public breastfeeding, being a madonna or a whore, being a MILF or not wanting to be a mother right now—or maybe ever.

And I've learned that what matters more is what we think about ourselves. For my generation, legal access to birth control was kick-ass revolutionary. It put us in a place of independence to demand more, and better.

Those who don't want you empowered know this. Don't ever let them turn back the clock.



ELISA RIEMER





ELISA RIEMER

BIRTH CONTROL: WHERE WE ARE NOW

If your last primer on contraception was in a class that involved putting a condom on a banana, here's an update on three important options. (And of course, if you're not monogamous, you're also putting those fruit skills into action.) —GINNY GRAVES

THE PILL

Fifty-seven years after it was FDA-approved for contraceptive use, it's still the most common form of birth control; about a quarter of contraceptive users rely on it, according to the Guttmacher Institute. Depending on your insurance (and whether you are insured), a month's supply can be free or cost up to $50.

How it works: The Pill suppresses ovulation with synthetic hormones (estrogen and progestin).

How well it works: The failure rate is less than 1 percent—if you take it at the same time every day, which will probably never happen. For most women, that number is closer to 10 percent, says Marjorie Greenfield, the division chief of obstetrics and gynecology at University Hospitals Cleveland Medical Center.

The downsides: In a 2013 study, 80 percent of pill users said they had experienced side effects, such as weight gain, mood swings, headaches, and decreased libido. You cannot take hormonal contraception if you are over 35 and smoke. Even if you're under 35, you may not be a candidate for the Pill if you have a history of high blood pressure, blood clots, or migraines with aura. Two 2011 studies suggested that pills containing drospirenone (Yaz, Yasmin, Beyaz) might pose a higher blood-clot risk than other types. An FDA review found that they may be associated with a higher risk and recommended that women discuss their individual risk for clots with their doctor before deciding which birth control method to use.

IUDS

More than 10 percent of women—and according to one study, nearly 40 percent of family-planning providers (both doctors and educators) who are on contraceptives—use an intrauterine device, a small T-shaped piece of plastic that's placed in the uterine cavity. And those numbers are rising: "In the first week after the election, we saw a 900 percent increase in women making appointments for IUDs and continue to see higher-than-average numbers," says Raegan McDonald-Mosley, an obstetrician and gynecologist in Baltimore and the chief medical officer of Planned Parenthood. (As of press time, IUDs are covered if you have health insurance through the Affordable Care Act and cost up to $1,000 if your insurance doesn't cover them.)

How they work: Most release the hormone progestin, which thickens cervical mucus to keep sperm from reaching the uterus. Progestin also impairs sperm motility and survival. Copper IUDs, the only nonhormonal option, make the lining of the uterus inhospitable to sperm.

How well they work: IUDs are more than 99 percent reliable for anywhere from three to ten years. "An IUD can see you through a presidential administration or two, but not through Supreme Court disasters," says Lauren Streicher, an associate clinical professor of obstetrics and gynecology at Northwestern University's Feinberg School of Medicine in Chicago.

The downsides: You may have cramping during and after the IUD's insertion, and there's a very small chance of the device slipping out or puncturing the uterine wall. Online IUD forums are rife with stories of women who've had hellacious mood swings and anxiety after getting IUDs. Large-scale studies, however, show this is rare since the hormonal effect is localized in the uterus, says Streicher. A recent study followed 1 million women for 13 years and found that those on any form of hormonal contraception (including both IUDs and the Pill) were slightly more likely to be diagnosed with depression or to start taking antidepressants.

EMERGENCY CONTRACEPTION

The latest studies have shown that "morning-after pills," such as Plan B and Ella, are safe, even if you take them repeatedly. And to clear up any misconceptions: These options prevent pregnancy—they do *not* end it after it starts.

How it works: Both Ella (prescription only) and Plan B (available through a pharmacist) delay ovulation so your body doesn't conceive.

How well it works: Depending on where you are in your cycle, it may be 95 percent effective if taken within 24 hours of unprotected sex, says Greenfield. And it's only recommended for use within five days.

The downsides: Plan B and Ella aren't cheap—expect to pay $25 to $70 a pop.



FREE WHEELING

That feeling—that childlike sense of wild and whimsy—starts with prints that collide, colors that clash, and makeup that is utterly unbound. And don't forget to throw in a healthy dose of audacity.

Photographed by Emma Tempest

SUNSET STRIPE
Mink-fur coat, leather sandals, and earrings by Proenza Schouler. Wool cashmere top by Pringle of Scotland. Viscose-blend shorts by Christian Wijnants. These pages: Hair, Kayla MiChele; makeup, Susie Sobol; manicure, Tracey Sutter. Model: Adrienne Jüliger. Fashion stylist: Karen Kaiser. Details, see Shopping Guide.


LINUS

ANIMAL HOUSE
Cotton coat by Emilio Pucci. Cotton-blend dress by Lacoste. Earrings by Modern Weaving. Intensify Me Liquid Liner in Sapphire by CoverGirl. Details, see Shopping Guide.





DOUBLE RAINBOW
Jersey top by Prada. Polyester skirt by Christian Wijnants. Jacquard pants by Edeline Lee. Earrings by Céline. Makeup colors: 24/7 Glide-On Eye Pencil in Asphyxia, Electric, Freak, Goldmine, and Woodstock by Urban Decay. Details, see Shopping Guide.



TOE THE LINE
Cotton dress, leather sandals, and snakeskin bag by Balenciaga. Earrings by Céline. Colour Gradation Eyeshadow Palette in Blue Gradation by Dior. Details, see Shopping Guide.





GO FOR A SPIN
Jersey top by Max Mara. Cotton jersey pants by Stella McCartney. Leather shoes by Céline. Cotton bag by Marni. Copper-and-silver earrings from Closer by Wwake. Larger Than Life Long-Wear Eyeliner in Khao San Road by Nars. Details, see Shopping Guide.



HANGING LOOSE
Viscose wool top by Acne Studios. Crepe dress from Preen by Thornton Bregazzi. Leather sandals and earrings by Proenza Schouler. Details, see Shopping Guide.



EMERALD CUT
Silk dress by Marni. Wool pants by Miu Miu. Gold earrings by Alexander Wang. Details, see Shopping Guide.

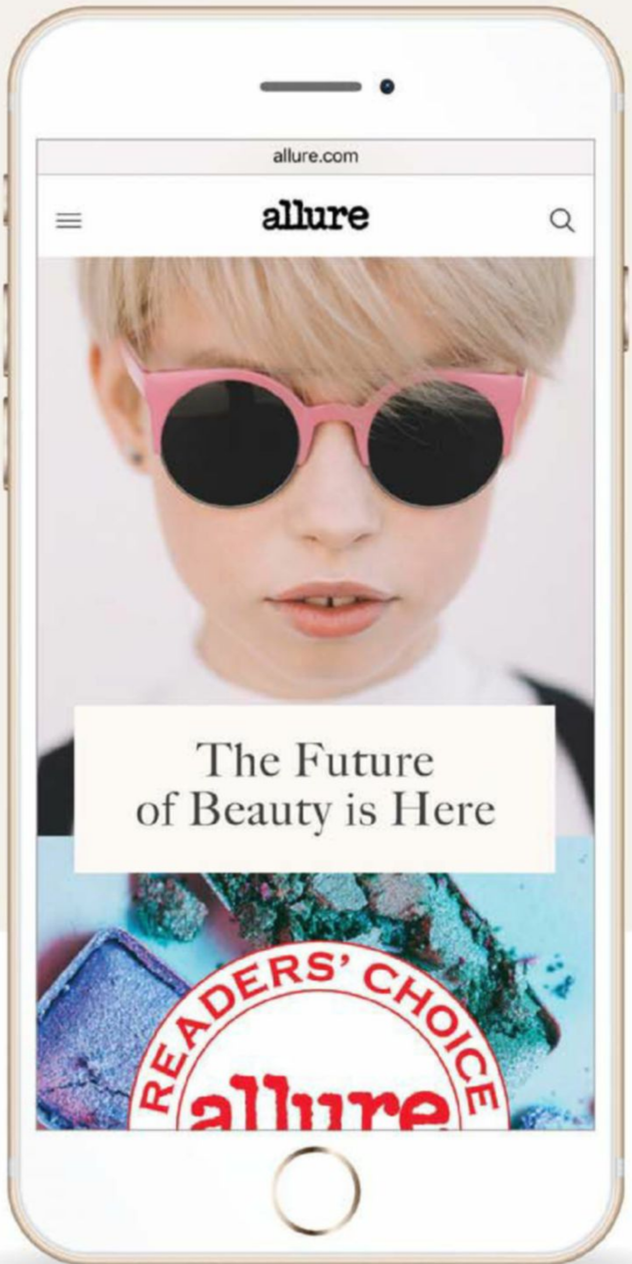
SHOPPING GUIDE

Cover: Miu Miu wool top, $745, and top, $990. Select Miu Miu stores. **Table of Contents, page 8:** Hilfiger Collection viscose dress, $530. Select Tommy Hilfiger stores. Christian Wijnants viscose-blend top, $550, and pants, $620. Christianwijnants .com. Marni cotton bag, $1,290. Marni stores. Céline earrings, $680. Bergdorf Goodman, N.Y.C. 212-753-7300. **Cover Look, page 24:** Altuzarra cotton jacket, $1,795. Net-a-porter.com. Altuzarra bra, price available upon request. Altuzarra.com. **Page 27:** Sportmax Jacquard dress, $1,150, and belt, $395. Sportmax, N.Y.C. 212-674-1817. **Talking Beauty With Misty Copeland, page 30:** Christopher Kane silk skirt, $1,495. Christopherkane.com. Miu Miu satin shoes, $670. Select Miu Miu stores. **Page 32:** Novis leather top, $995. Novisnyc.com. Jonathan Simkhai viscose-blend pants, $495. Two Skirts, Telluride, Colorado. 970-728-6828. Jonathan Simkhai rayon-blend bodysuit, $365. Saks Fifth Avenue stores. Novis silk pants, $695. Novisnyc.com. Miu Miu brocade shoes, $670. Select Miu Miu stores. **Elements of Style, page 70:** Sportmax viscose top, $795. Sportmax, N.Y.C. 212-674-1817. Isabel Marant corset, $470. Isabel Marant, San Francisco. 415-781-0113. Casadei cotton shoes, $795. Casadei .com. Meadowlark silver earrings, $915. Meadowlarkjewellery.com. **Page 72:** Ellery embossed leather jacket, $9,800. Ellery.com. Alexander Wang gold earrings, $395. Alexander Wang, N.Y.C. 212-977-9683. Balenciaga silk top, $1,765. Balenciaga, N.Y.C. 212-206-0872. Diane von Furstenberg viscose-blend top, $198. Dvf.com. Laurence Dacade silk sandals, $660. Net-a-porter .com. Alexander Wang gold earrings, $395. Alexander Wang, N.Y.C. 212-977-9683. Jennifer Fisher gold necklace, $2,000. Jenniferfisherjewelry.com. Balenciaga leather bag, $2,550. Saks Fifth Avenue, N.Y.C. 646-344-6300. **Petal Pushers, page 76:** Miu Miu jersey coat, $2,875. Select Miu Miu stores. Fendi leather bag, $4,750, and strap, $3,700. Fendi, N.Y.C. 212-897-2244. Michael Kors Collection earrings, $225. Select Michael Kors stores. **Page 78:** Prada jersey top, $1,205. Select Prada stores. Dior diamond-aquamarine-tsavorite-and-sapphire ring, $12,300, and diamond-and-citrine ring, $7,100. Select Dior stores. Orla Kiely silk cotton dress, $429. Orla Kiely, N.Y.C. 646-370-3294. Prada leather bag, $2,160. Select Prada stores. Etro earrings, $425, and ring, $215. Etro stores. Marc Jacobs leather platforms, price available upon request, and socks, $395. Marc Jacobs stores. **Page 80:** Tory Burch silk bra top, $250, and skirt, $1,895. Tory Burch, N.Y.C. 212-510-8371. Delpozo earrings, price available upon request. Delpozo.com. Pomellato amethyst-and-tsavorite ring, $10,900, and ruby ring, $2,100. Pomellato.com. **The Curator, page 121:** La Mer The Eye Concentrate, Nars Dual-Intensity Blush in Adoration, CND Solar Oil Nail & Cuticle Conditioner, L'Occitane Supple Skin Oil, Givenchy Eyes to Kill Mascara in 1, Phyto Phytokératine Extrême Exceptional Cream, Phyto 9 Nourishing Day Cream With 9 Plants, Chanel Perfection Lumière Velvet Smooth-Effect Makeup, Nars Dual-Intensity Blush in Jubilation, Shiseido Shimmering Cream Eye Color in BR 306, Lancer Dani Glowing Skin Perfector, Clé de Peau Beauté Concealer, Tracie Martyn Enzyme Exfoliant, Nars Dual-Intensity Blush in Panic, Hourglass Ambient Lighting Powder in Mood Light, Sisley Black Rose Cream Mask, and SkinCeuticals Conditioning Solution. **The Good Girl, page 122:** Miu Miu wool top, $745; wool top, $990; and wool pants, $1,675. Select Miu Miu stores. Roger Vivier leather sandals, $875. Roger Vivier, N.Y.C. 212-861-5371. Ariel Gordon gold ring, $350. Arielgordonjewelry .com. **Page 125:** Sportmax Jacquard dress, $1,150, and belt, $395. Sportmax, N.Y.C. 212-674-1817. Michael Kors Collection suede sandals, $695. Select Michael Kors stores. **Imagine, page 135:** Preen by Thornton Bregazzi lamé dress, price available upon request for similar styles. Preenbythornton bregazzi.com. Oscar de la Renta earrings, $395. Oscardelarenta .com. **Page 137:** Dolce & Gabbana lace dress, $8,995. Select Dolce & Gabbana stores. **Page 140:** Zimmermann lace top, $1,300. Saks Fifth Avenue, N.Y.C. 212-753-4000. **Free Wheeling, page 148:** Proenza Schouler mink-fur coat, price available upon request; leather sandals, $1,050; and earrings, $550. Proenza Schouler, N.Y.C. 212-420-7300. Pringle of Scotland wool cashmere top, $925. Pringlescotland.com. Christian Wijnants viscose-blend shorts, $920. Christianwijnants .com. **Page 150:** Emilio Pucci cotton coat, $2,370. Emilio Pucci stores. Lacoste cotton-blend dress, $395. Lacoste.com. Modern Weaving earrings, $135. Modern-weaving.com. **Page 151:** Balenciaga cotton dress, $1,295, and snakeskin bag, price available upon request for similar styles. Balenciaga.com. Balenciaga leather sandals, $755. Balenciaga, N.Y.C. 212-206-0872. Céline earrings, $650. Bergdorf Goodman, N.Y.C. 212-753-7300. **Page 152:** Prada jersey top, $1,205. Select Prada stores. Christian Wijnants polyester skirt, $489. Christianwijnants.com. Edeline Lee Jacquard pants, $870. Moreislove.com. Céline earrings, $680. Bergdorf Goodman, N.Y.C. 212-753-7300. **Page 153:** Max Mara jersey top, $435. Max Mara, N.Y.C. 212-879-6100. Stella McCartney cotton jersey pants, $735. Saks Fifth Avenue stores. Céline leather shoes, $1,100. Céline, N.Y.C. 212-535-3703. Marni cotton bag, $1,290. Marni stores. Closer by Wwake copper-and-silver earrings, $374. Closerbywwake.com. **Page 154:** Acne Studios viscose wool top, $2,250. Acnestudios .com. Preen by Thornton Bregazzi crepe dress, $950. Preenbythorntonbregazzi.com. Proenza Schouler leather sandals, $1,050, and earrings, $550. Proenza Schouler, N.Y.C. 212-420-7300. **Page 155:** Marni silk dress, $6,100. Modaoperandi .com. Miu Miu wool pants, $1,675. Select Miu Miu stores. Alexander Wang gold earrings, $395. Alexander Wang, N.Y.C. 212-977-9683. **Autobiography, page 158:** Flower Beauty Shimmer & Strobe Highlighting Palette, Flower Beauty Ultimate Blush & Contour Brush, Clinique Acne Solutions Clinical Clearing Gel, and Flower Beauty Color Proof Longwear Lip Crème in Pink Bouquet.

PHOTOGRAPHERS' CREDITS

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Drew Barrymore

FILLS IN THE BLANKS.



People tend to assume that I'm *prolific*, but the truth is, I'm really quite *scattered* and occasionally even *overwhelmed*. When you're in the public eye, the toughest part is *who cares!*. But there are perks, of course. Like *reservations* and *blessings*. My favorite part about my job is that I *get to dream it*, but if I could switch lives with anyone for 24 hours, I'd swap with *Lady Gaga*, and I'd do nothing but *sing* all day long.

You might be surprised to know that my days are very *packed*. Every morning when I wake up, the first thing I do is *down iced tea*. I don't always have time to do my makeup perfectly, but I would never go anywhere without my *Skincognito stick*.

And while I'm confessing, there's this: If I ever got another tattoo, I'd get *timing is everything* on my *forearm*. Oh, and one more: My single favorite way to consume 800 calories is *pasta*.

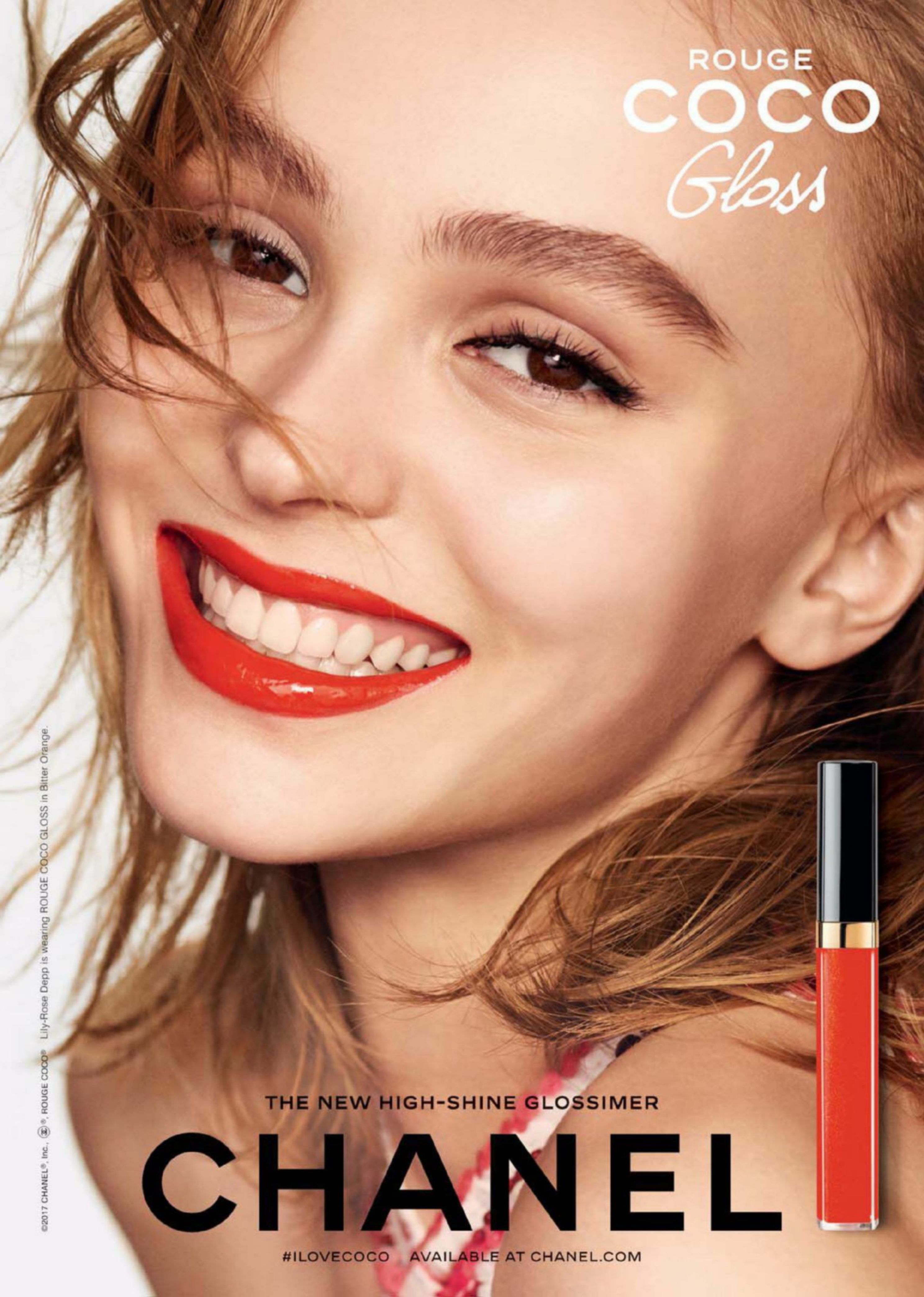
Time to peace out. I have to go *hang out with my kids*. My parting advice is this: Always *stay sane*, and remember that a really great *workout* can do more for you than *feeling stuck*.





Barrymore is the founder and creative director of Flower Beauty. For details on a few of her favorite products (shown here), see Shopping Guide.

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